



iPhone Buyer

FY20-Q2 Global Report



Apple Market Research and Analysis

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United States District Court
Northern District of California

Case No. **4:20-cv-05640-YGR**

Case Title ***Epic Games, Inc. v. Apple, Inc.***

Exhibit No. **DX-4495**

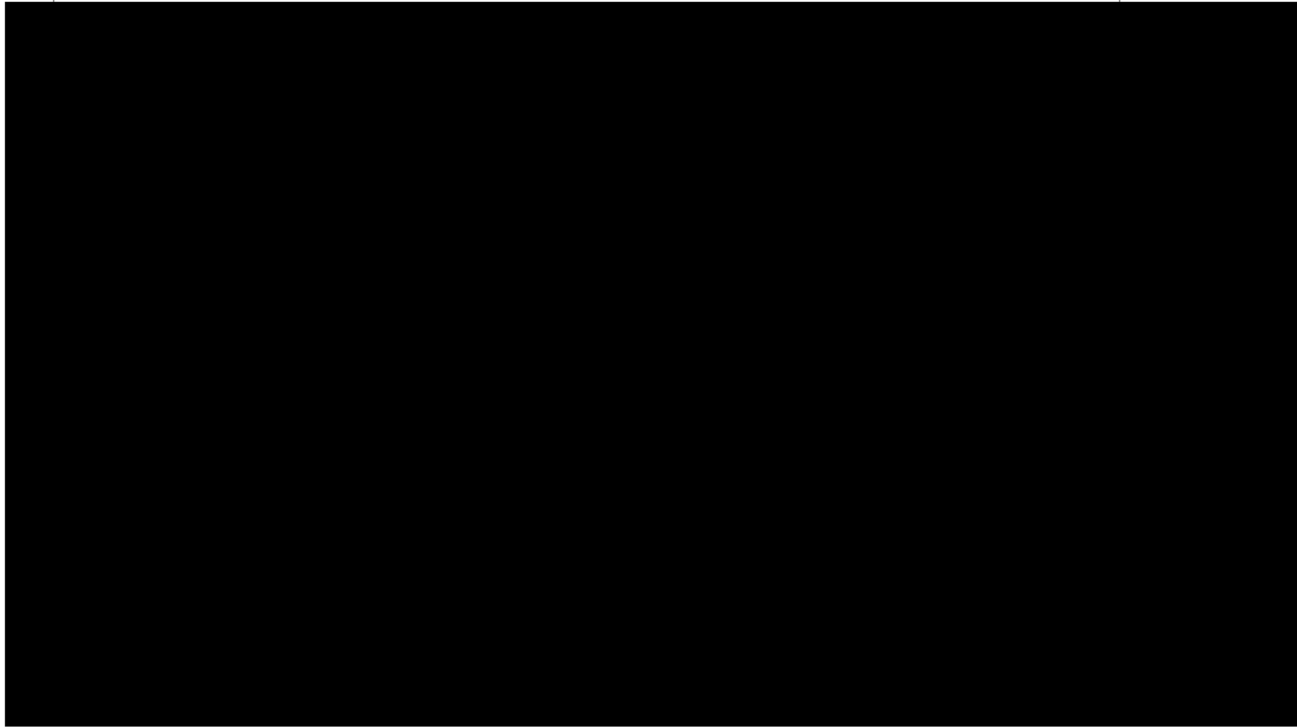
Date Entered _____

Susan Y. Soong, Clerk

By: _____, Deputy Clerk

Δ DEFENDANT Δ

Why This Report?



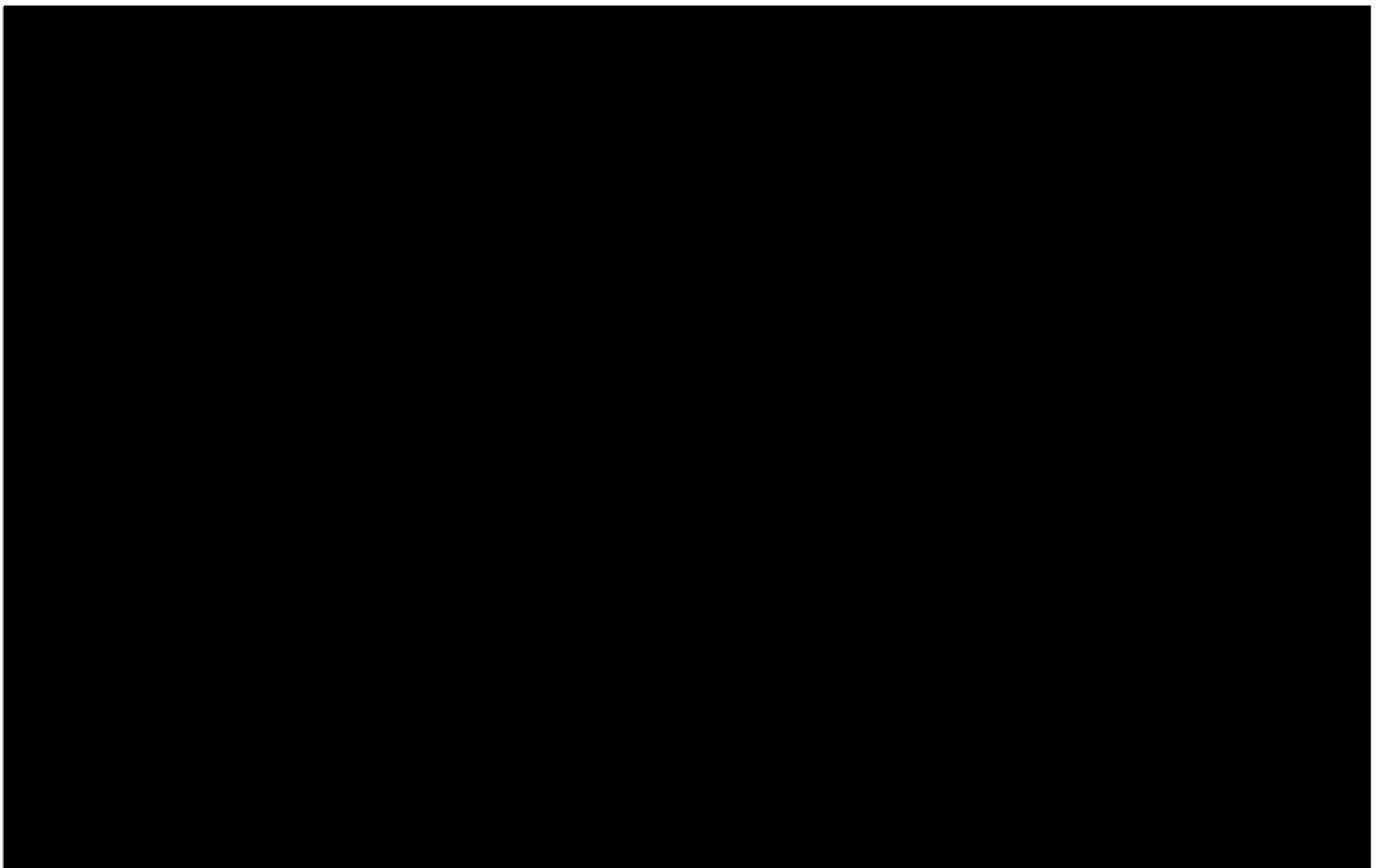
Methodology



Acquisition

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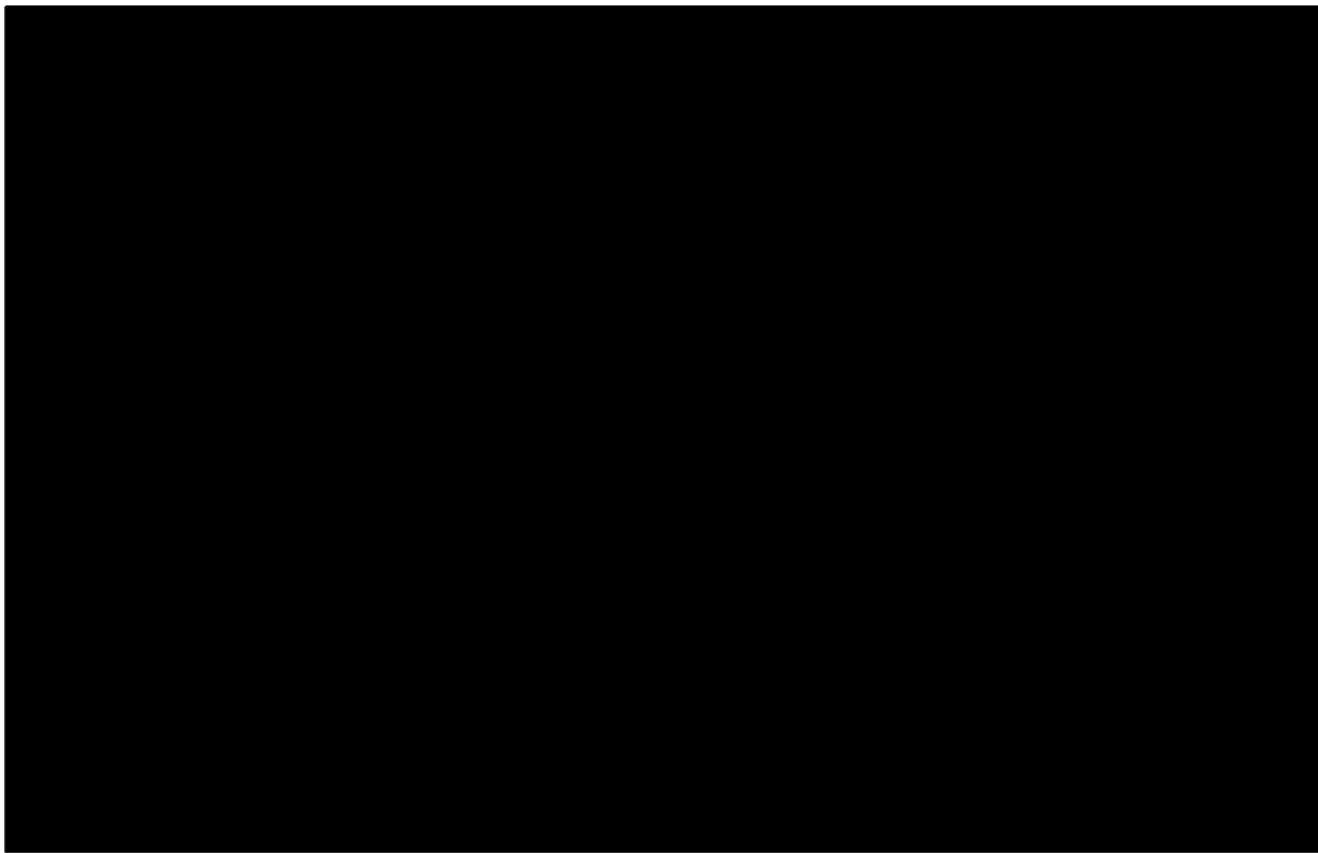





Importance of features/aspects in purchase decision: Extremely important







Importance of features/aspects in purchase decision: Extremely important - S. Korea





Awareness of new iPhone features - among Flagship models

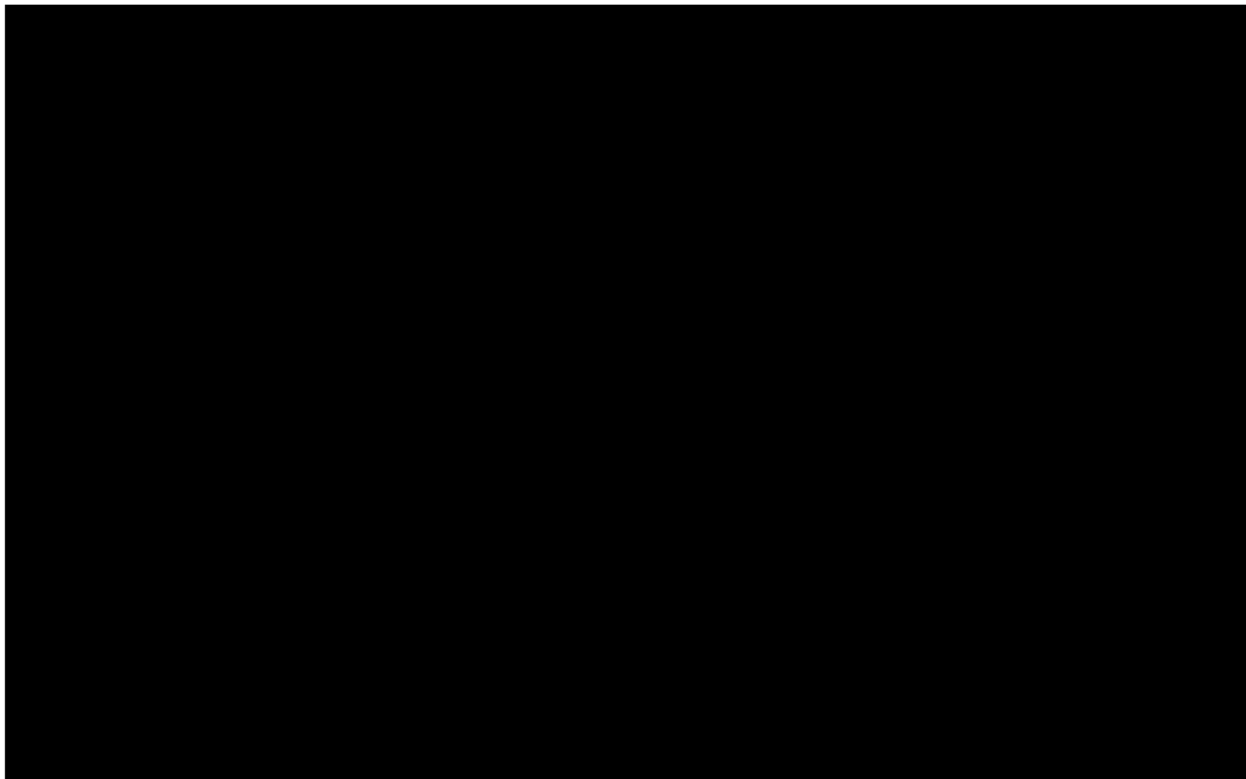


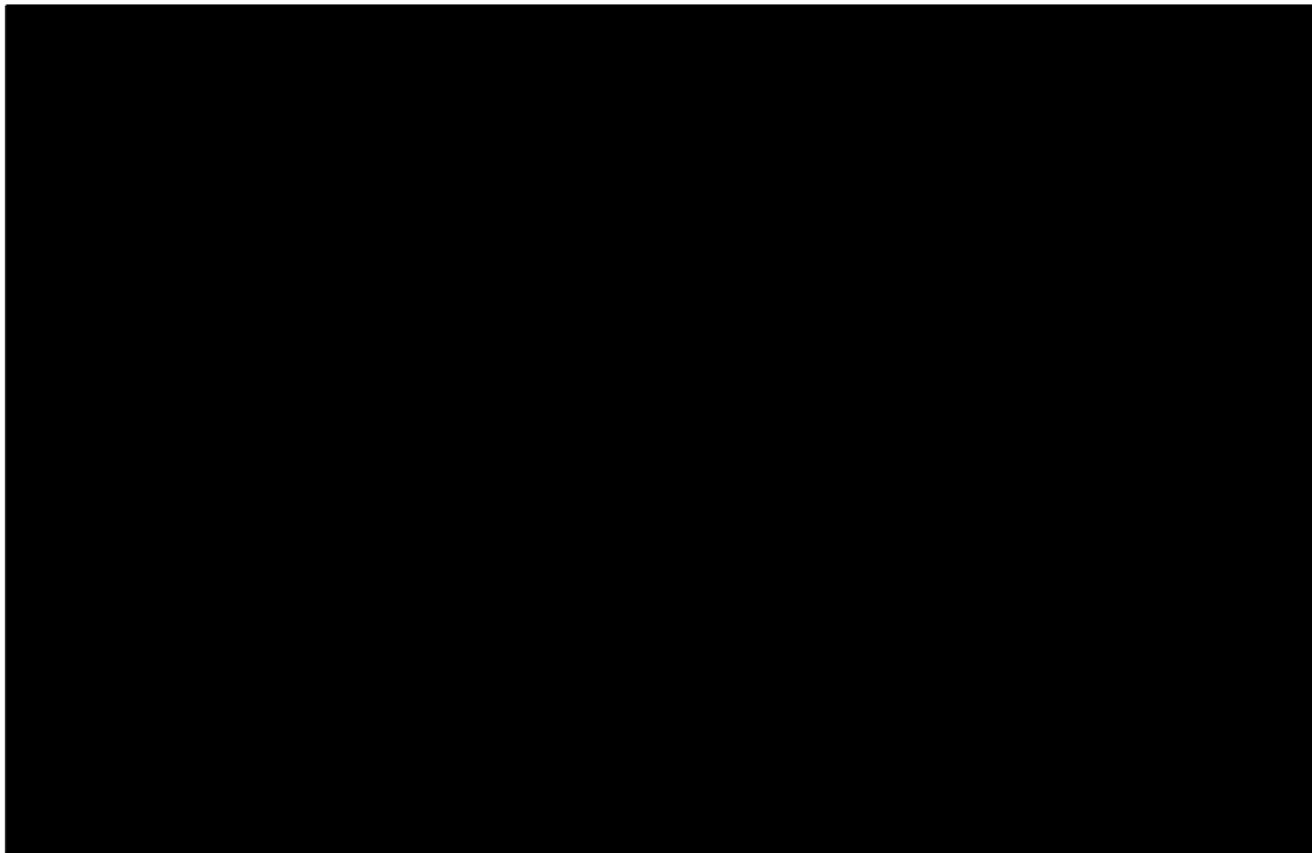


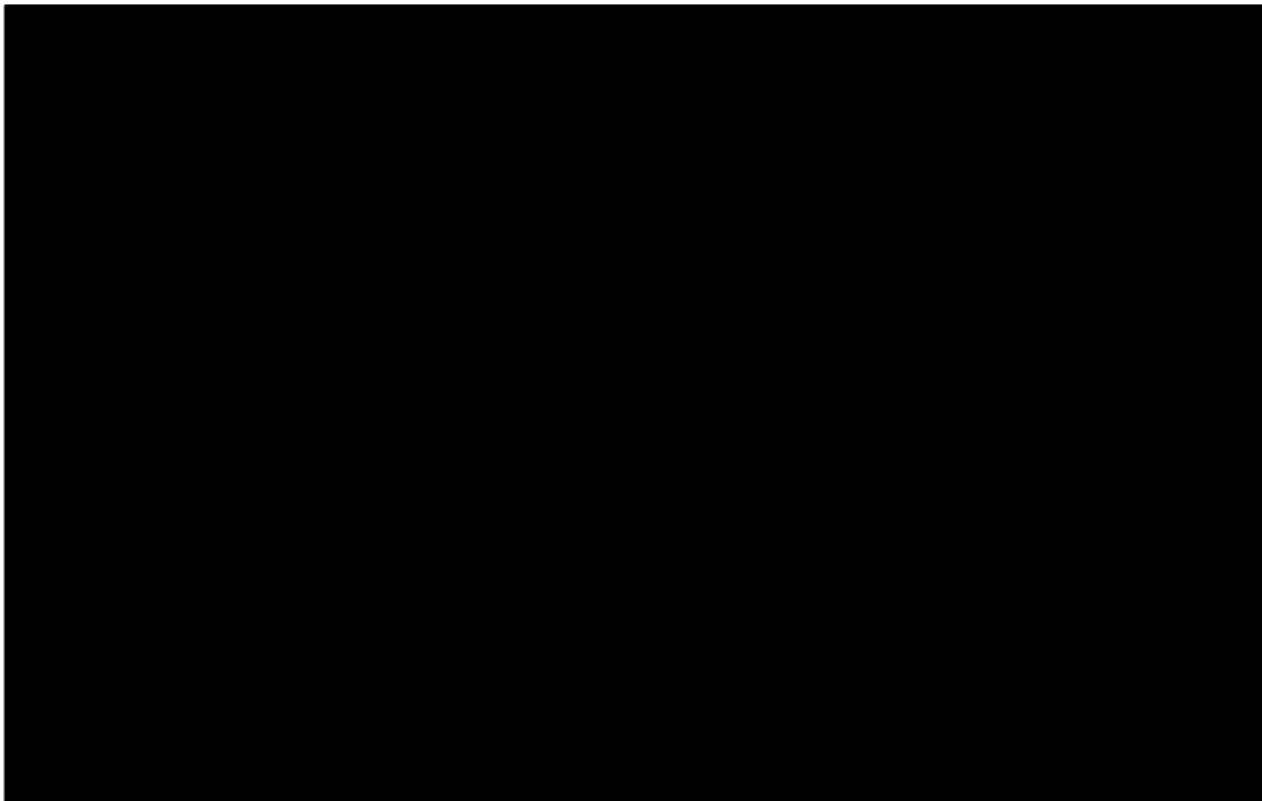
New features most influential in decision to get the iPhone - among Flagship buyers who are aware of feature







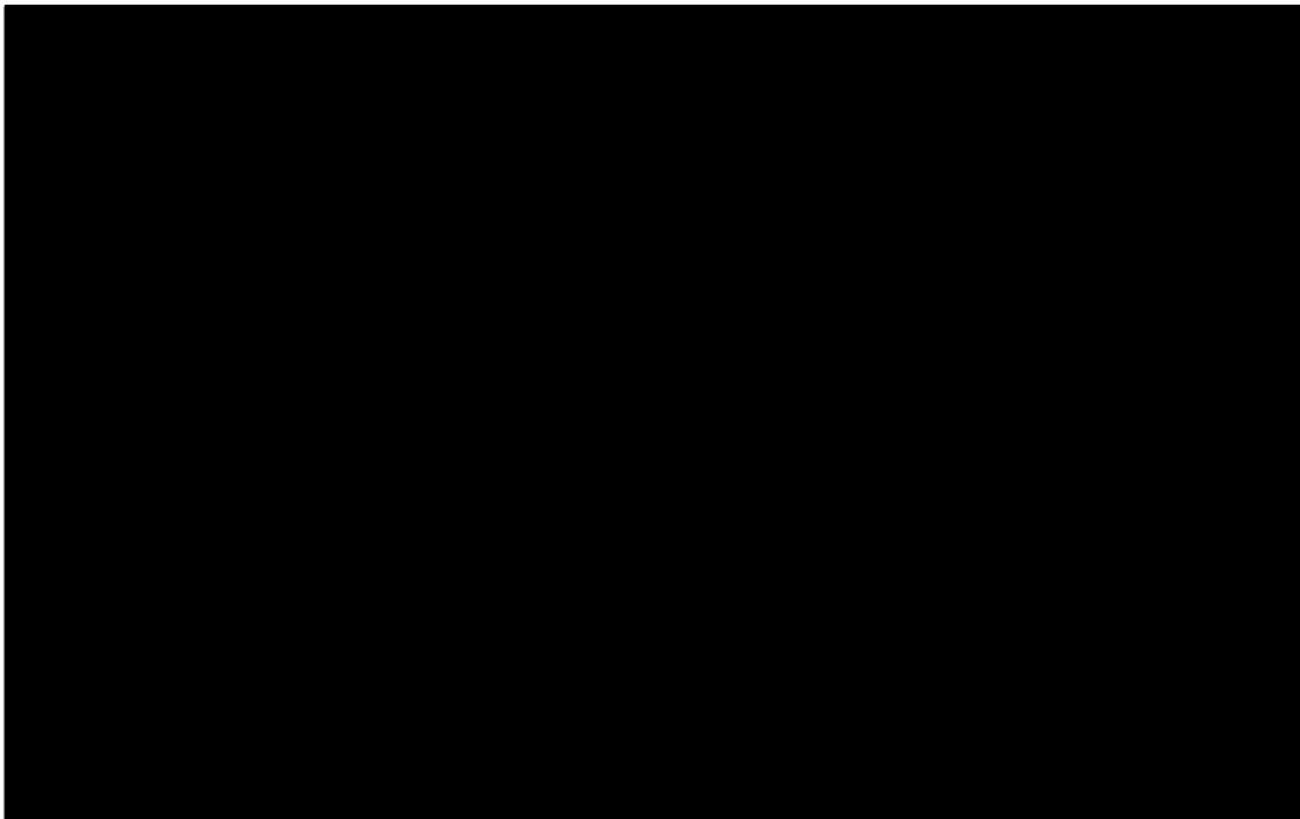


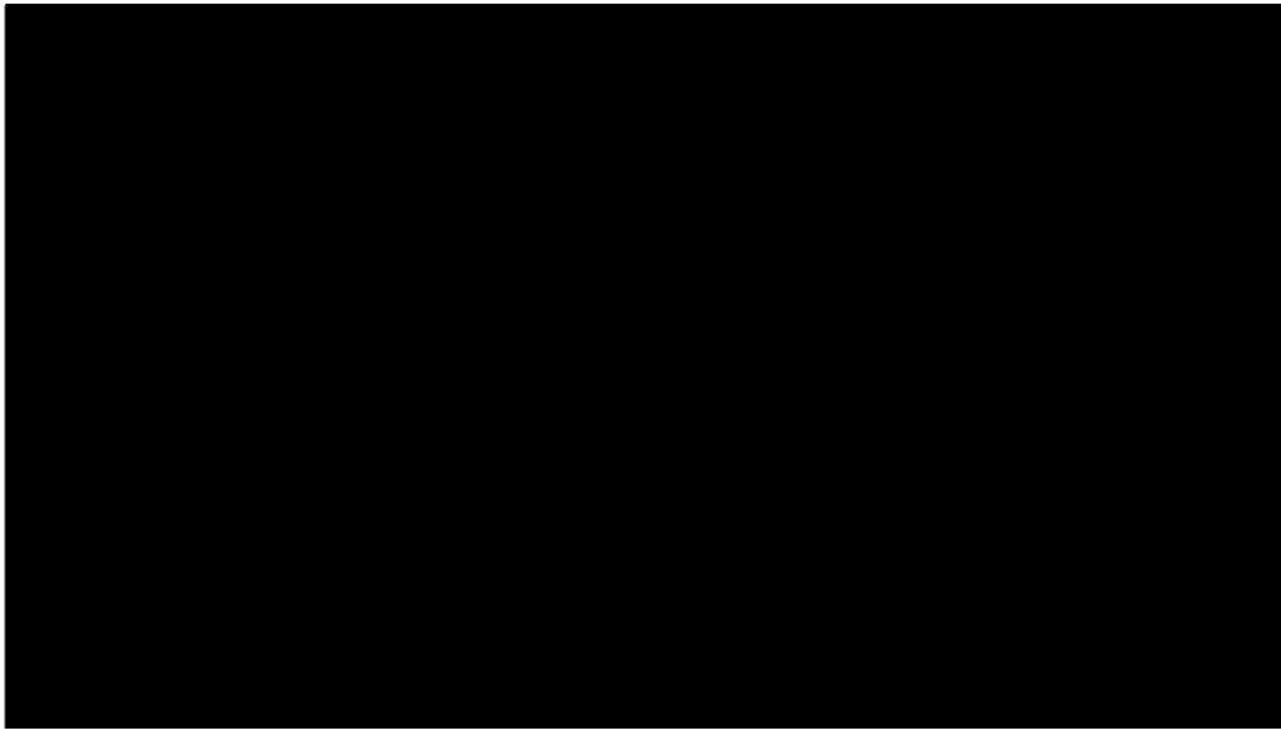


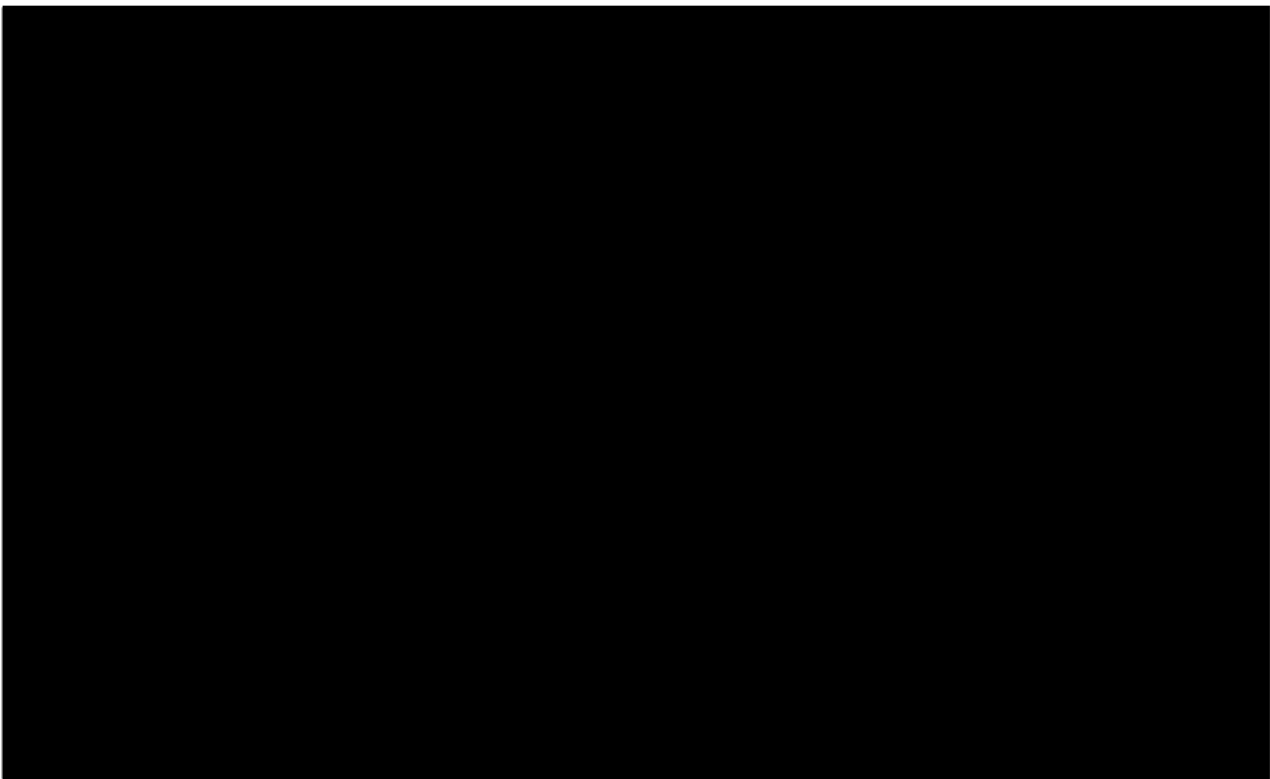


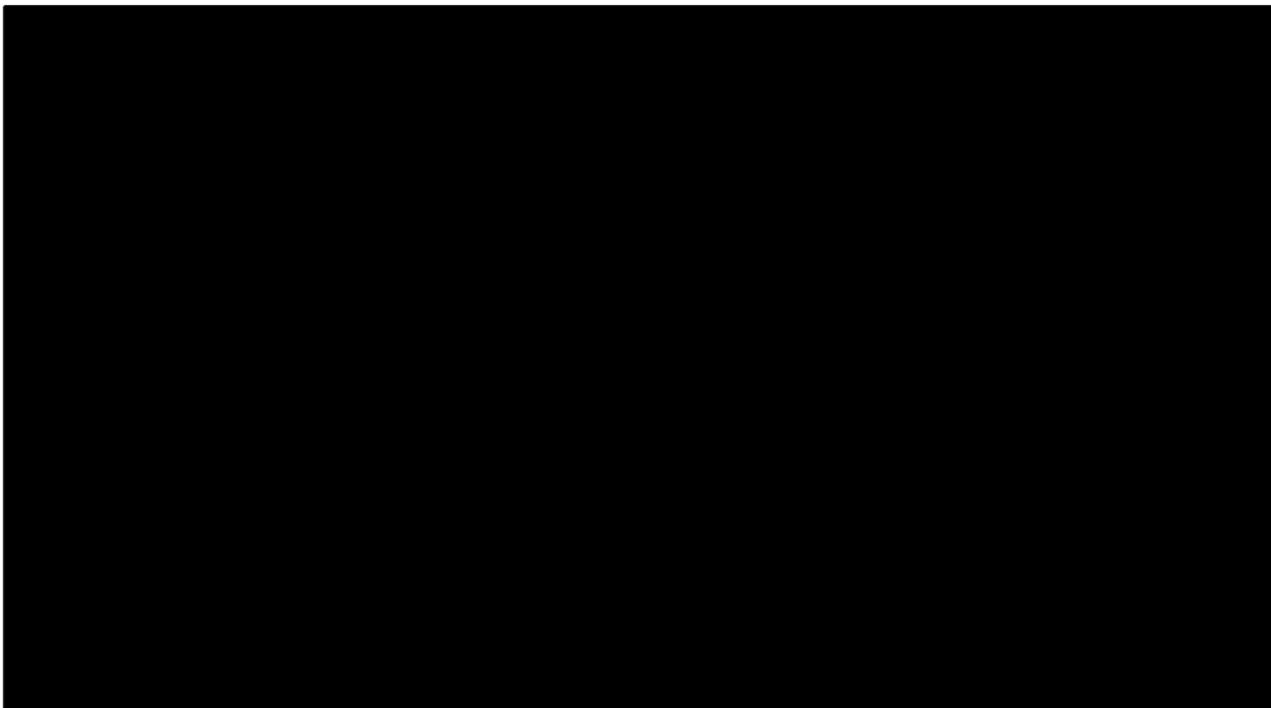
Top reason for choosing iPhone 8 Plus over the iPhone 11







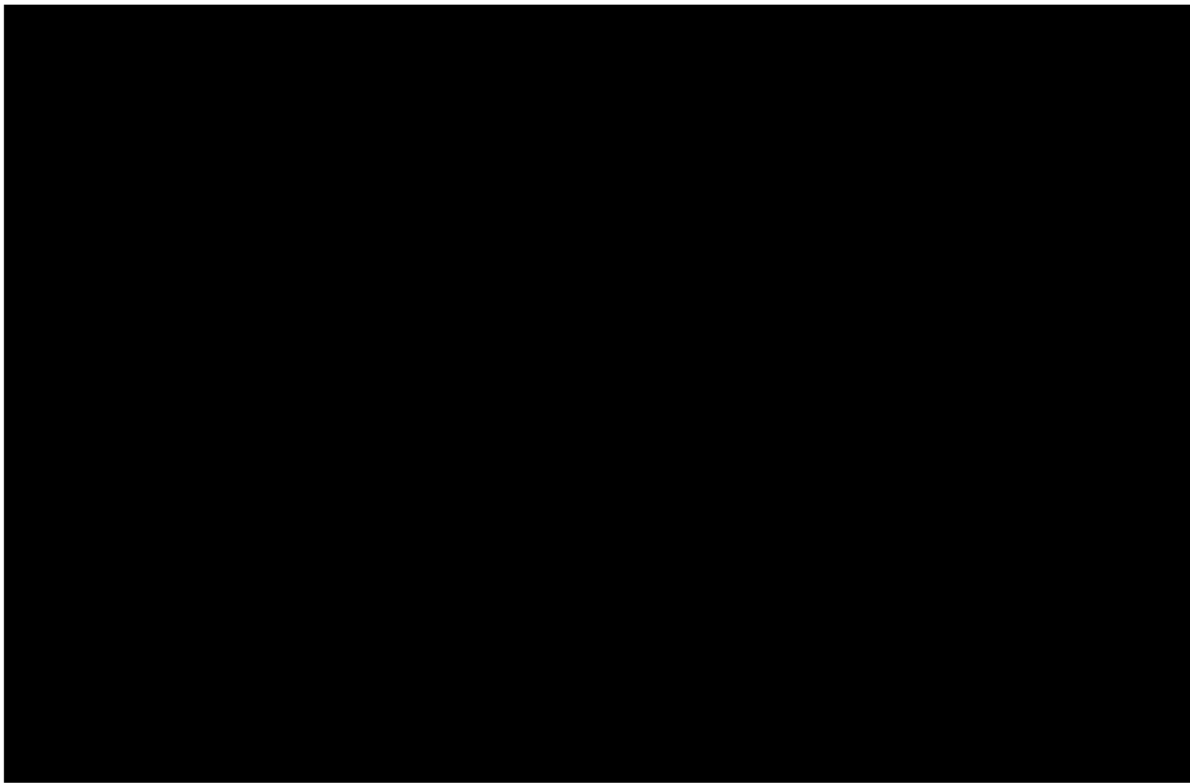




Reasons to consider Huawei

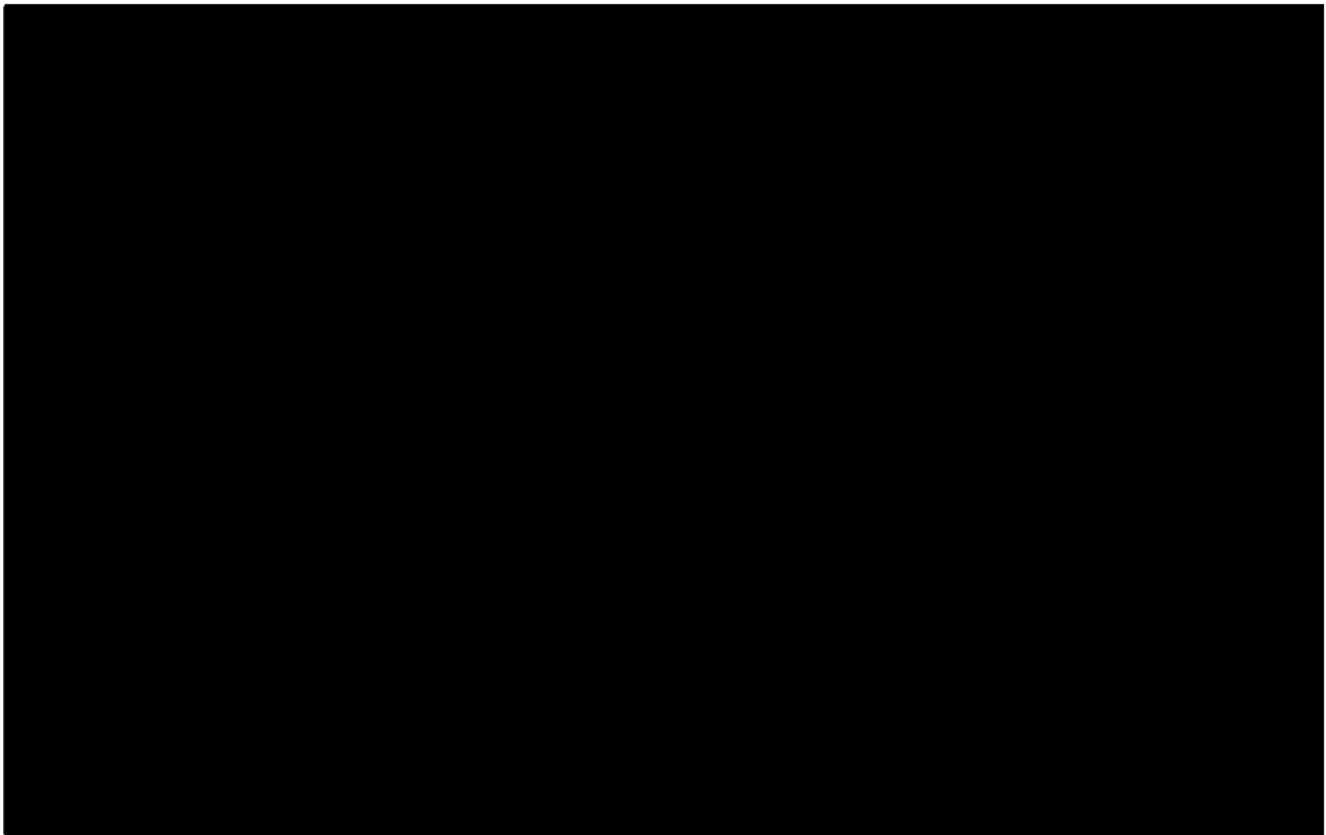


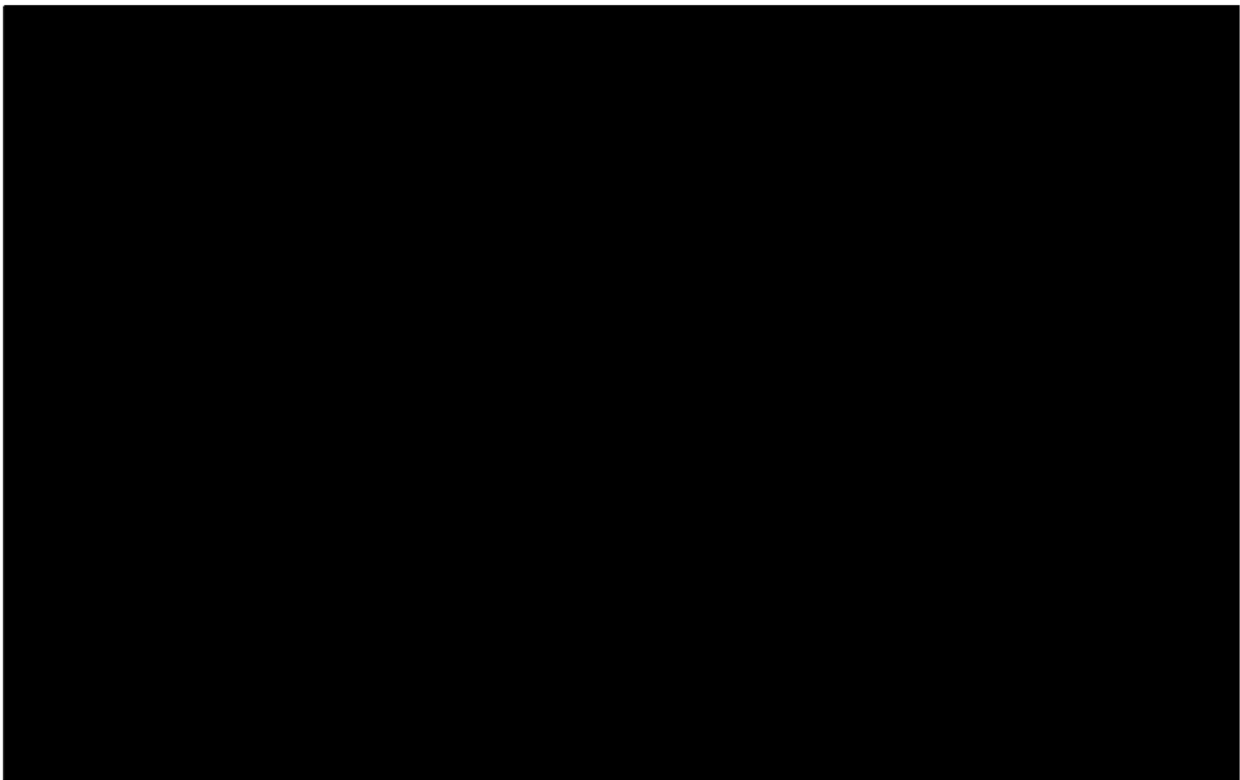


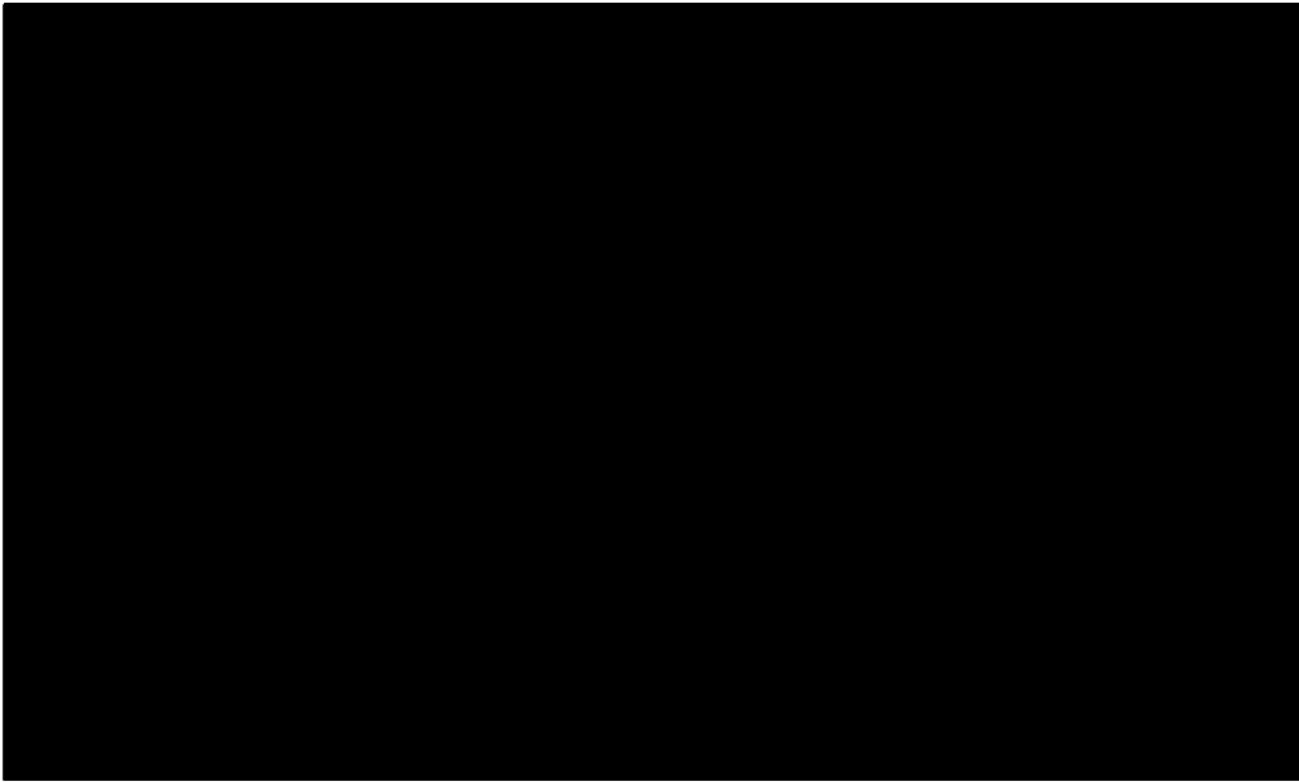


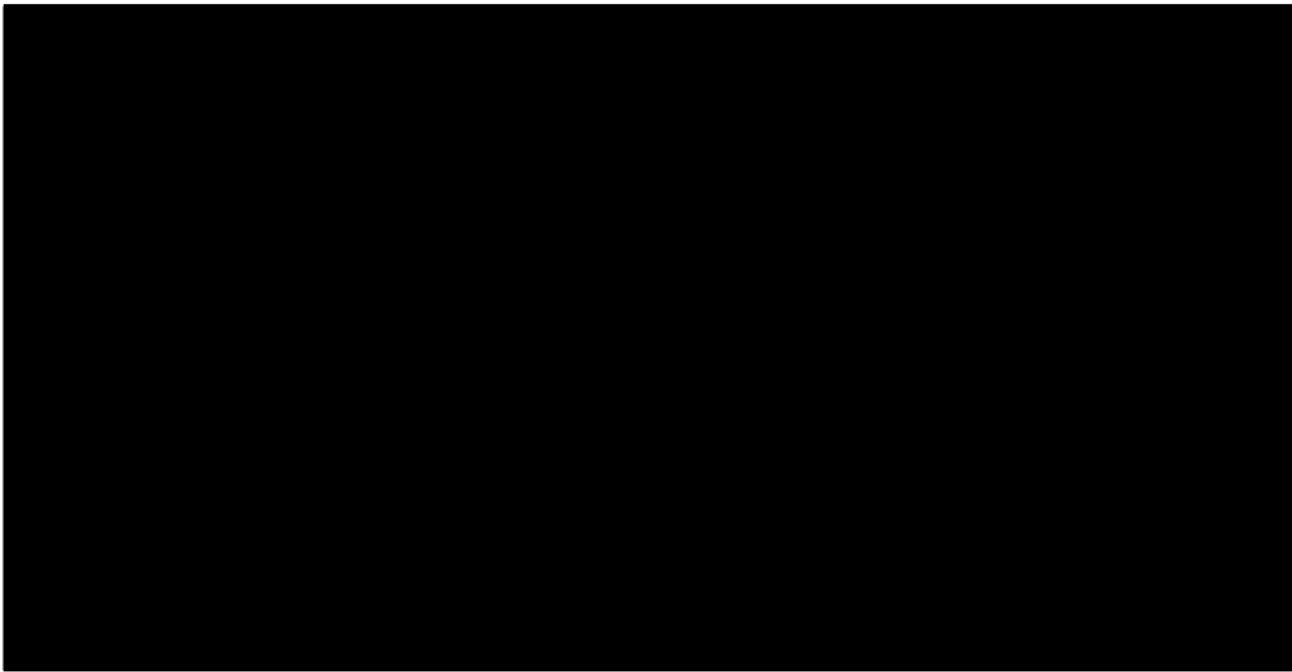
Reasons to consider Samsung

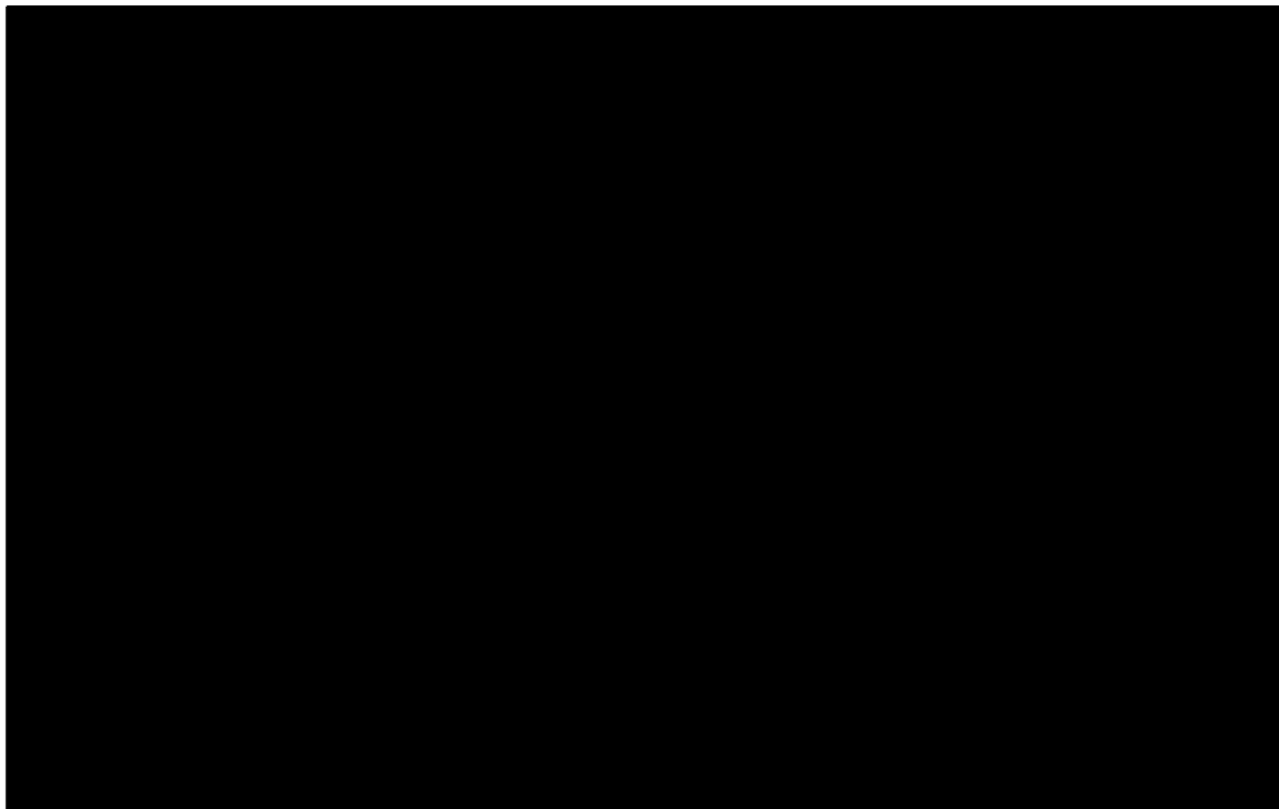


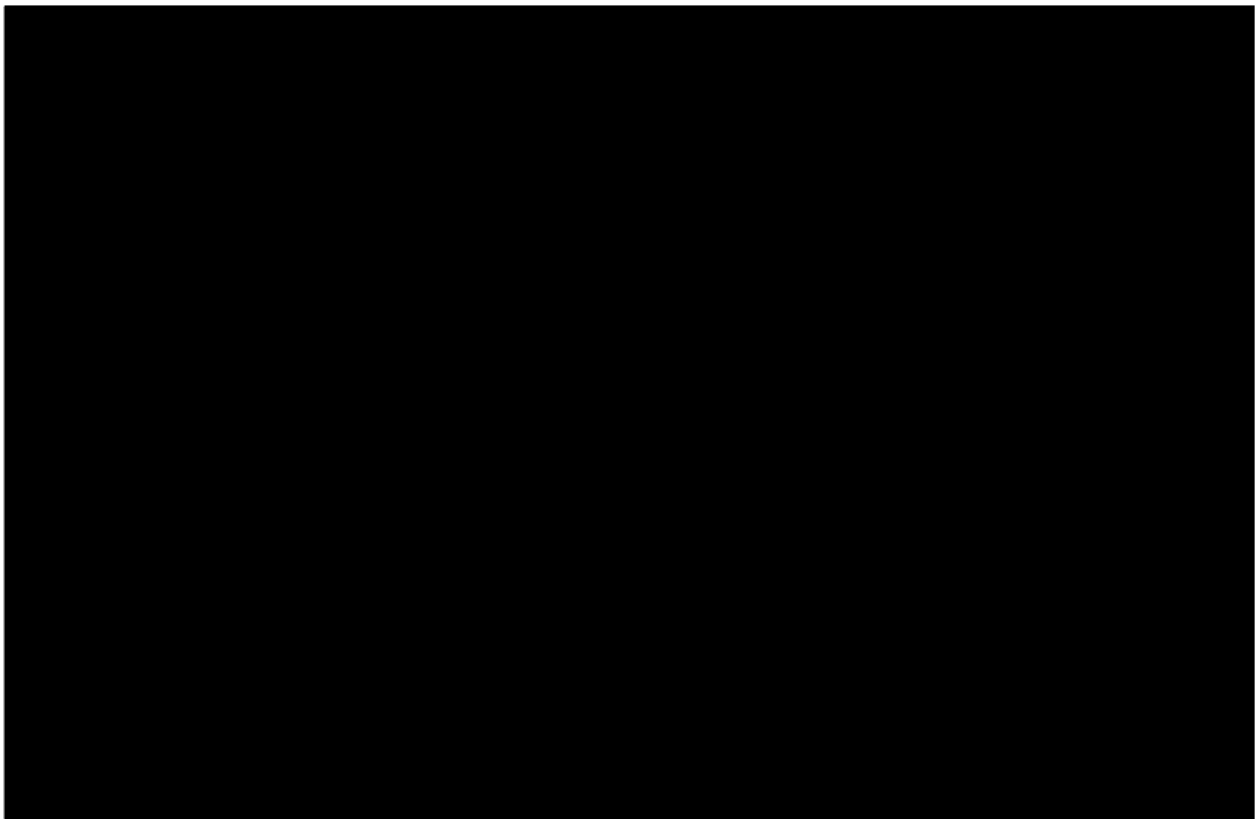


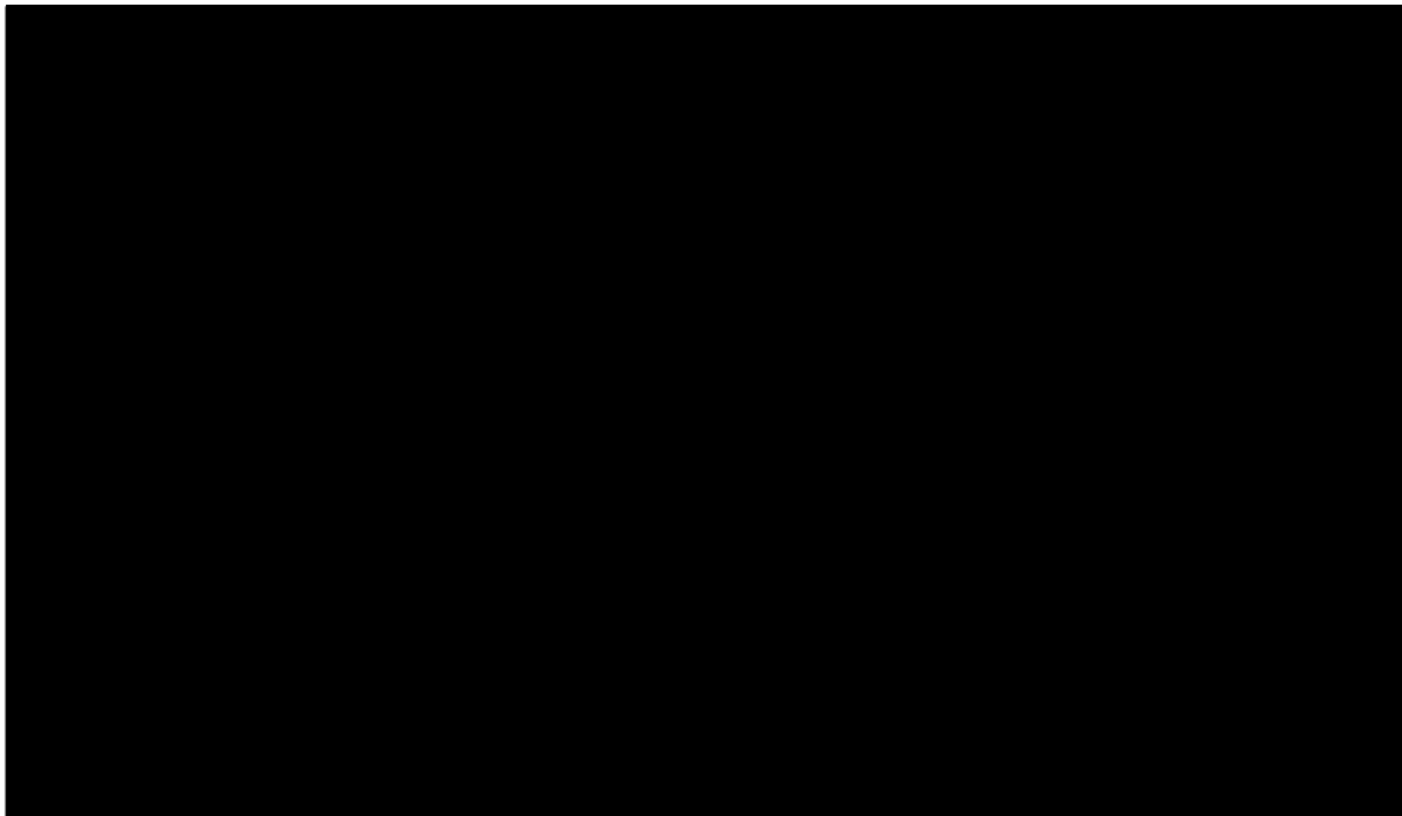






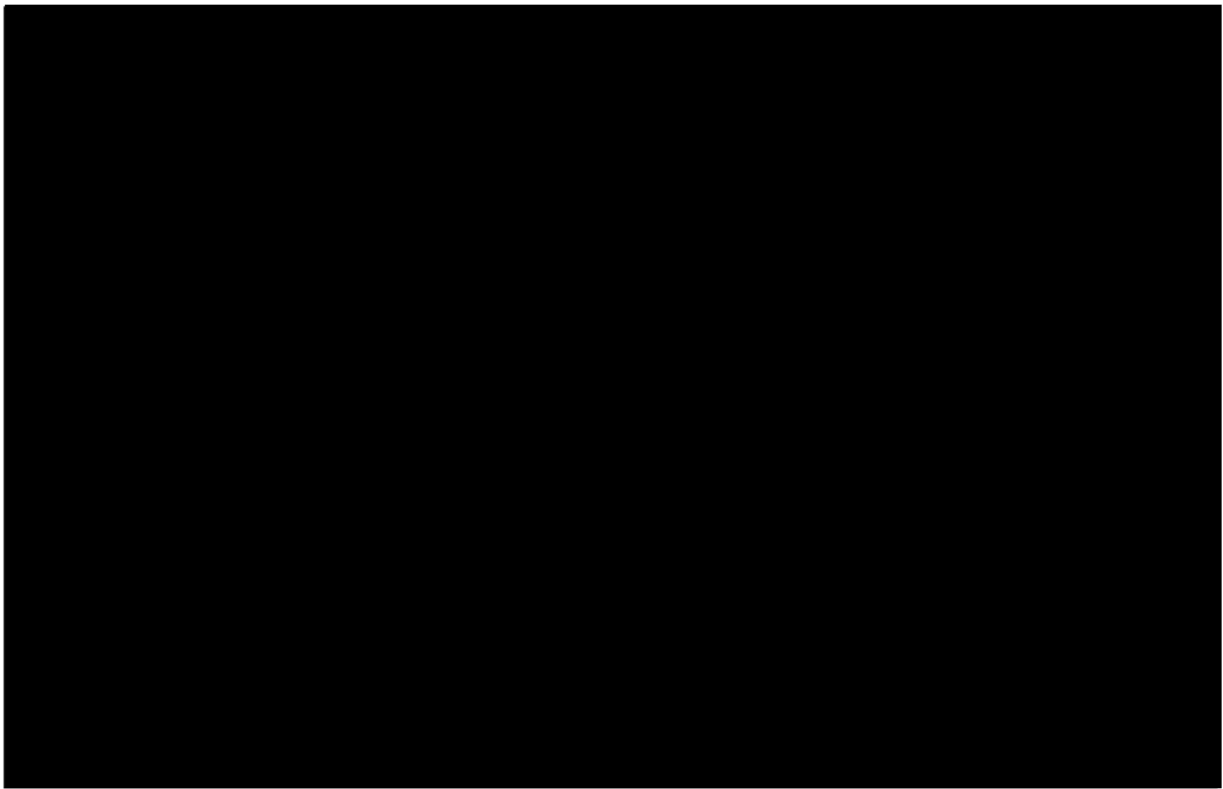


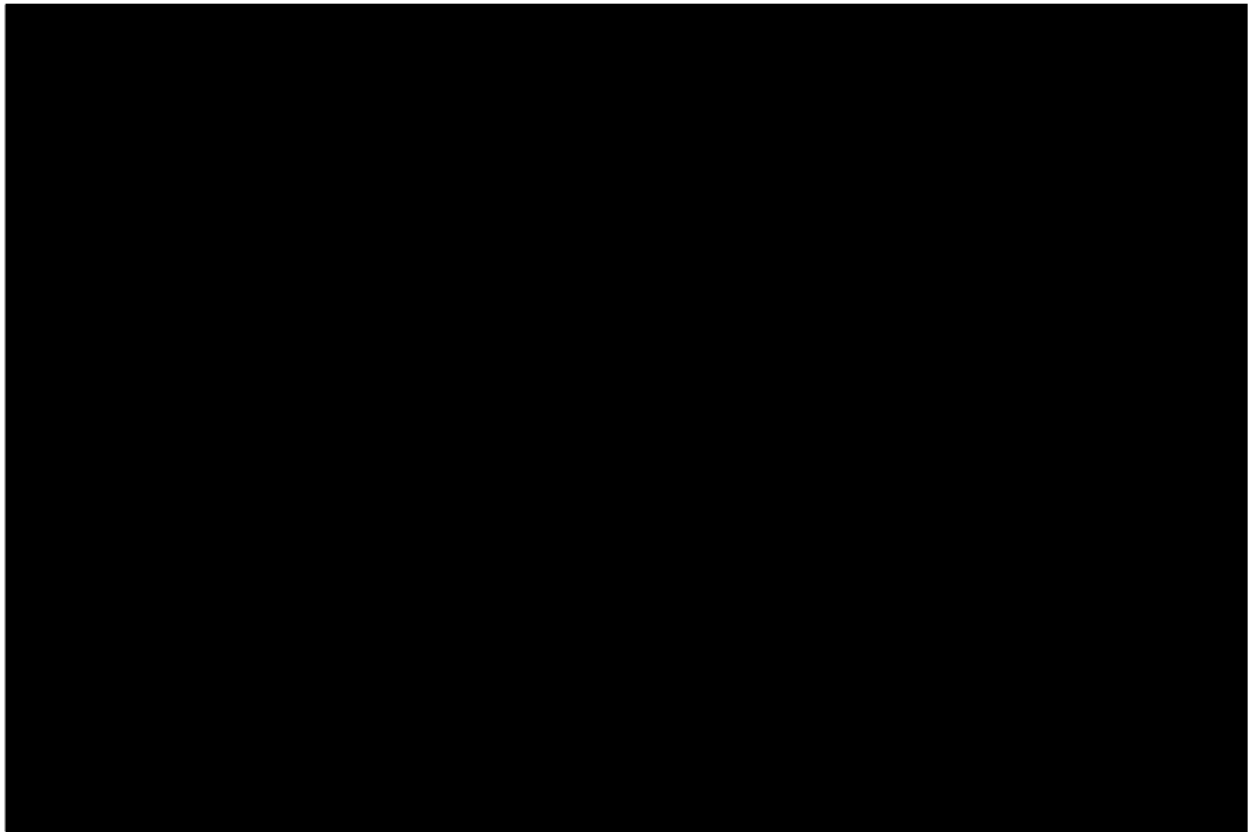


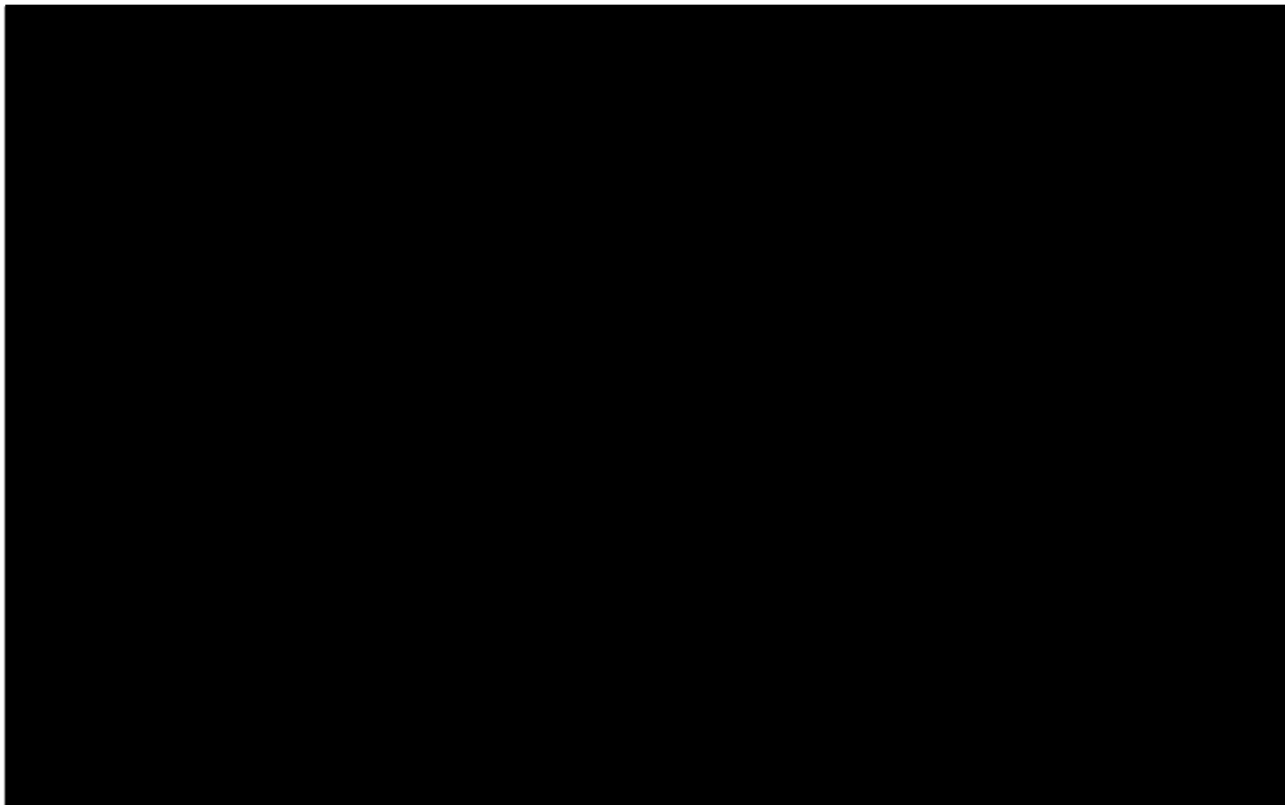


Type of Buyer

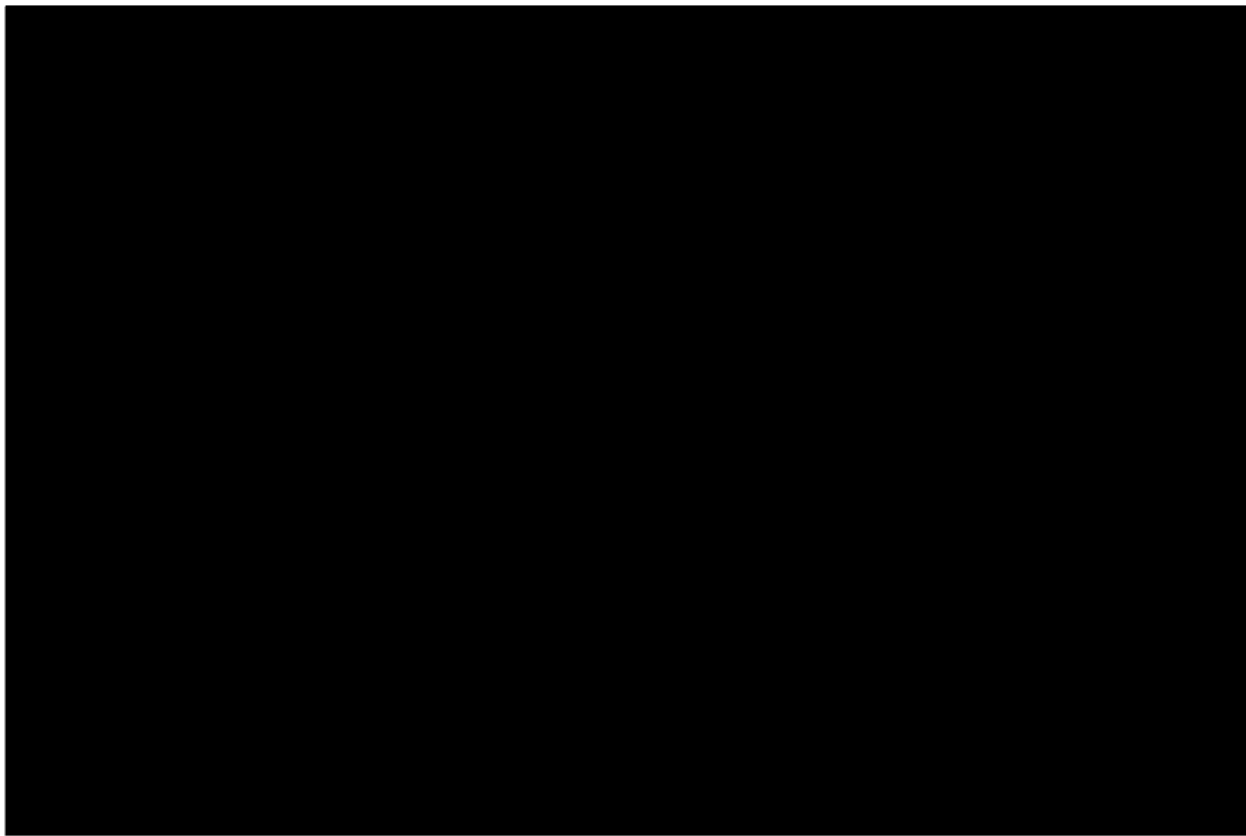
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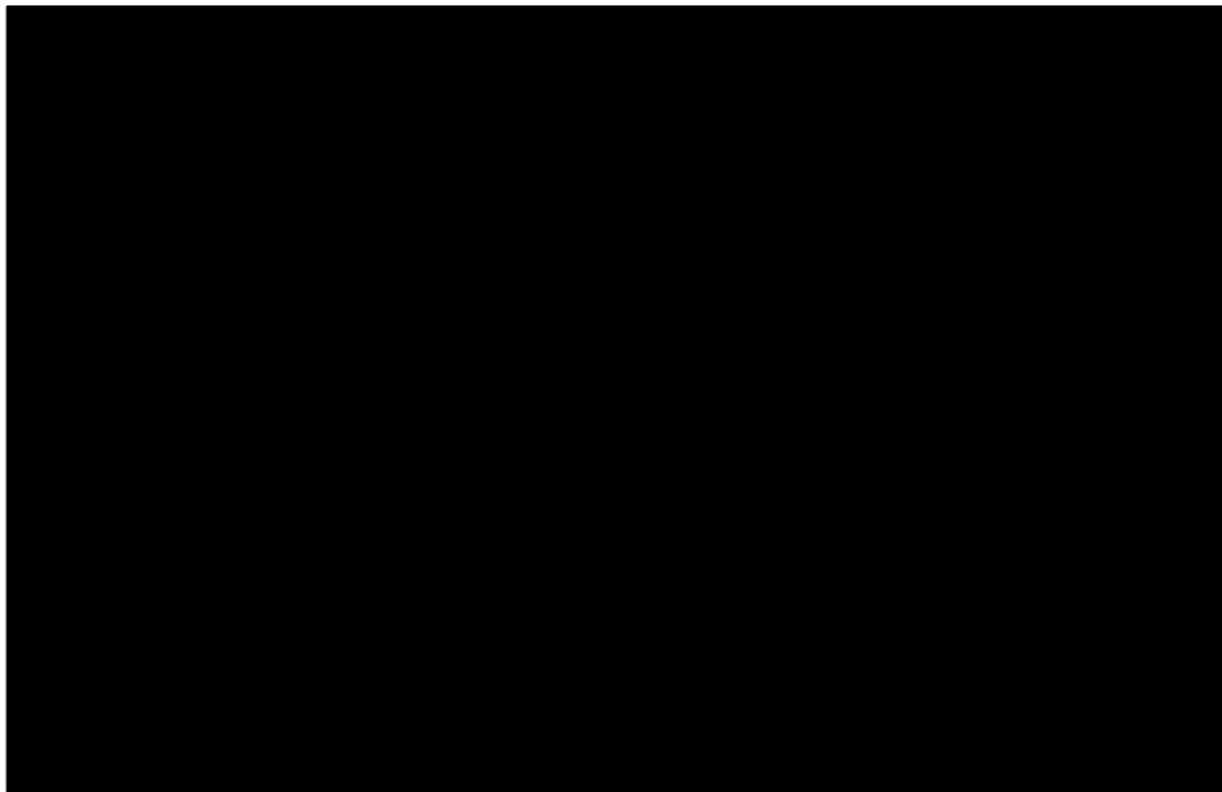


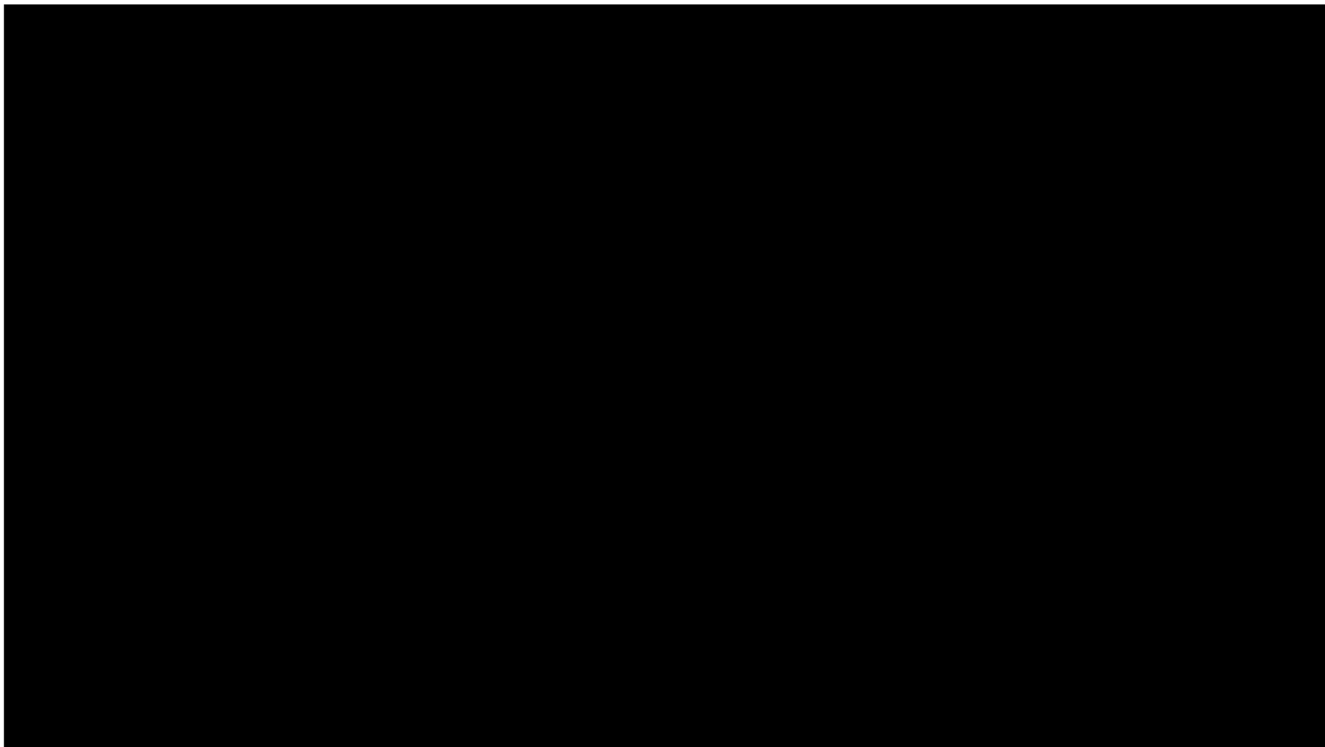


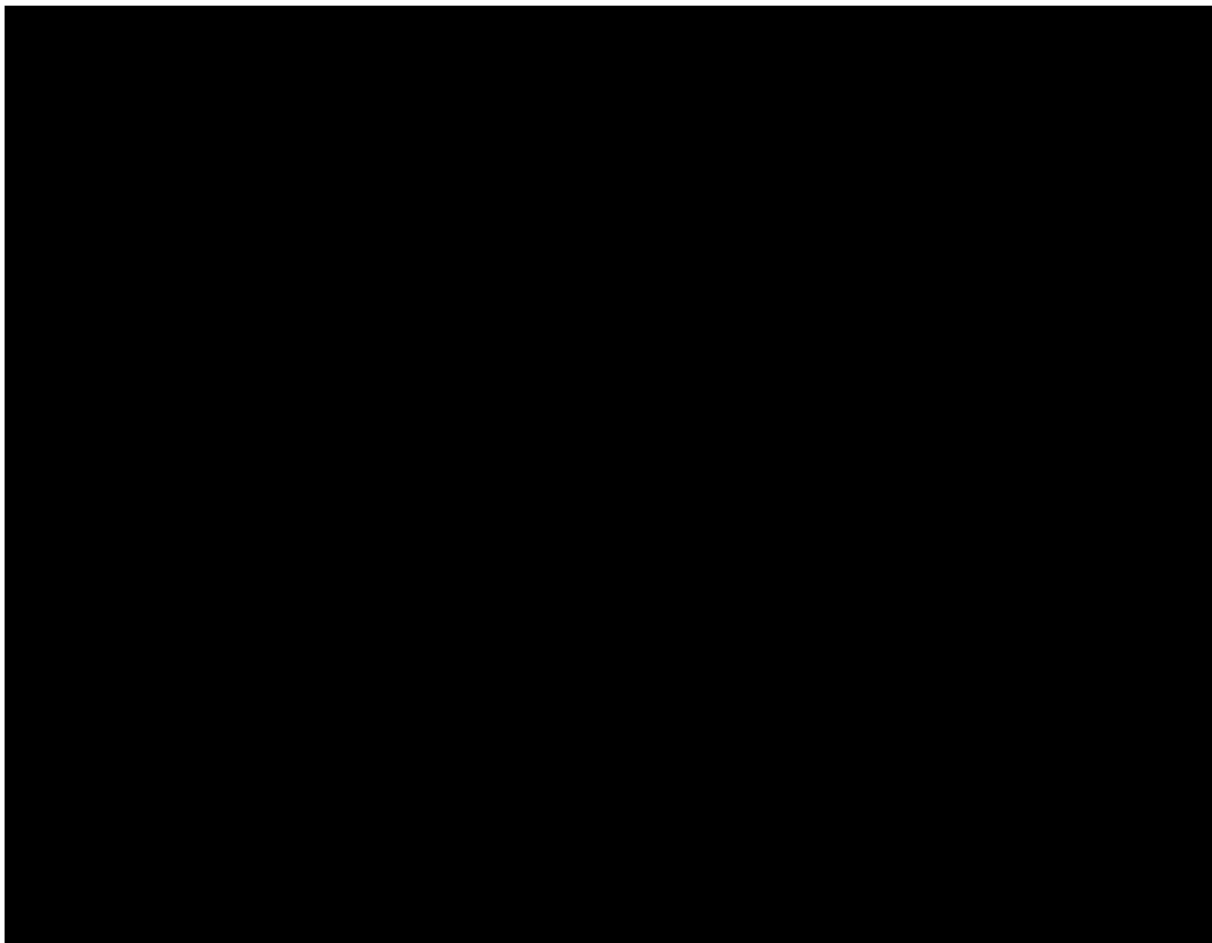


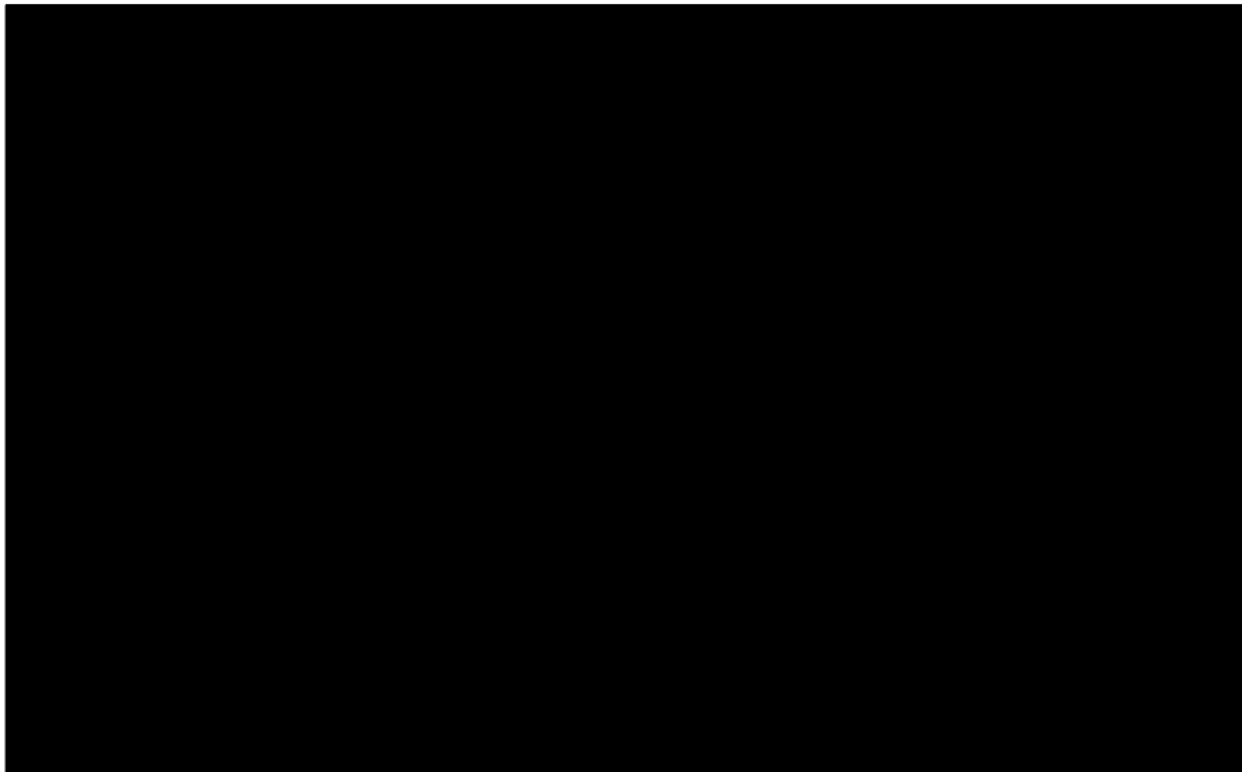
Satisfaction, Set up, Face ID and Services

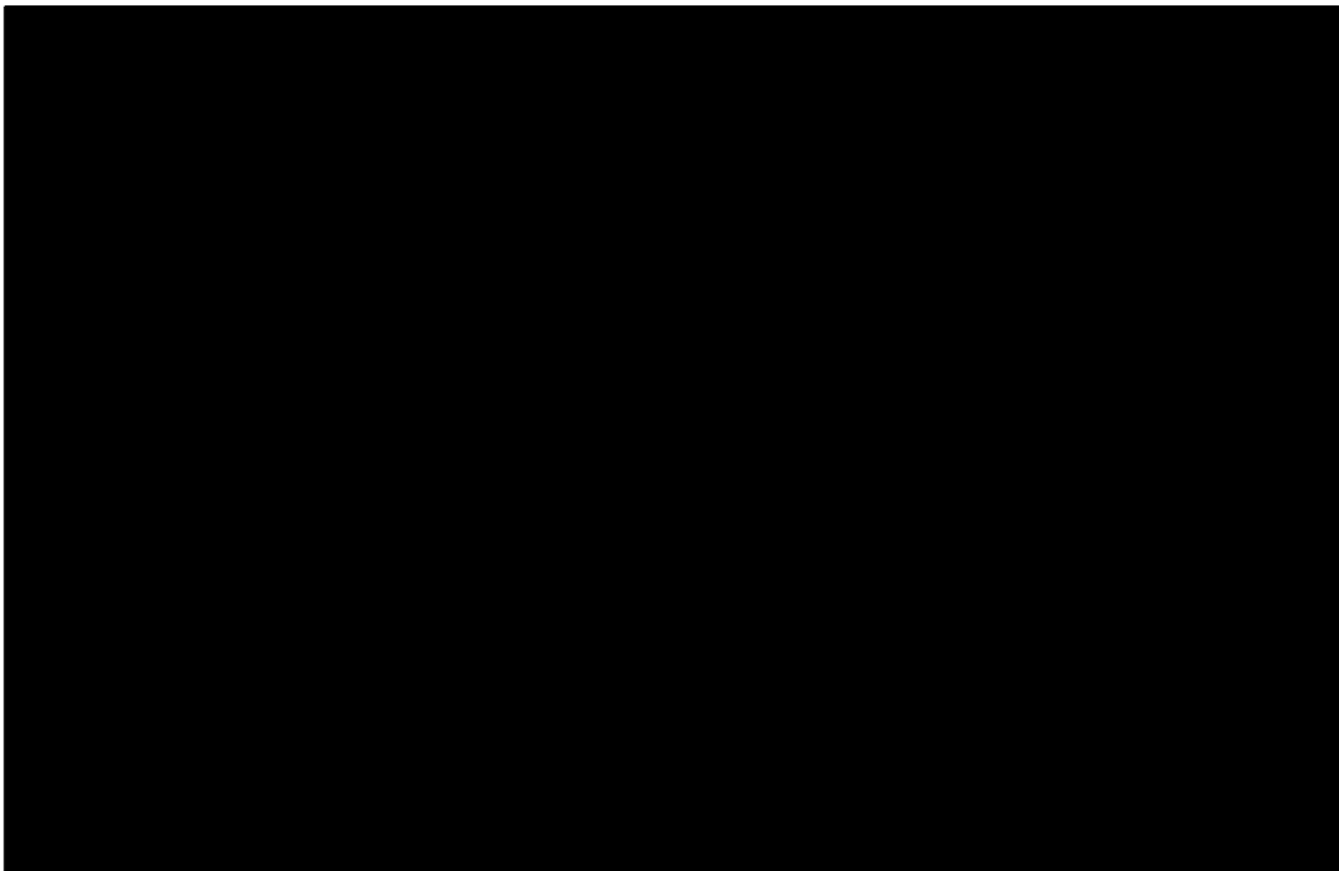
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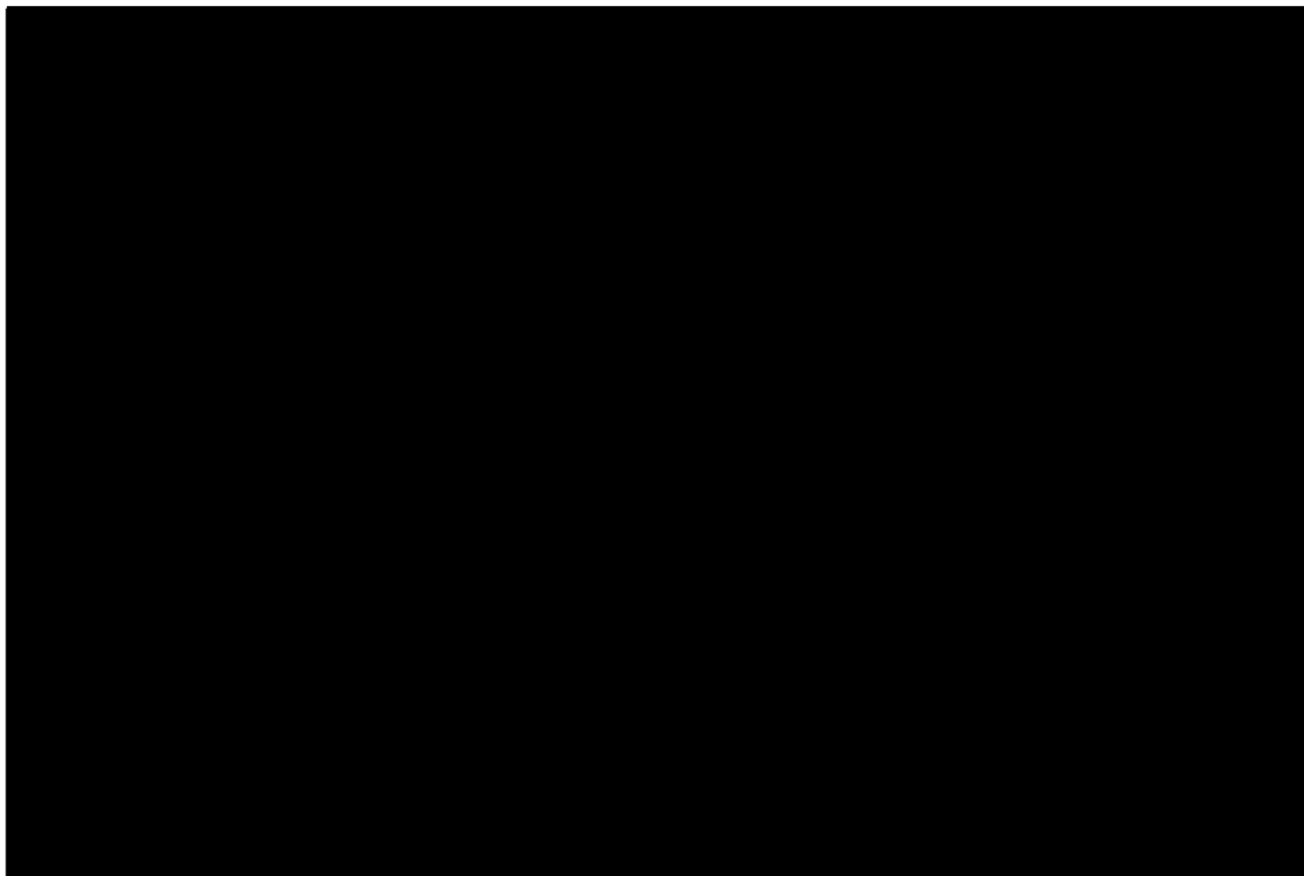


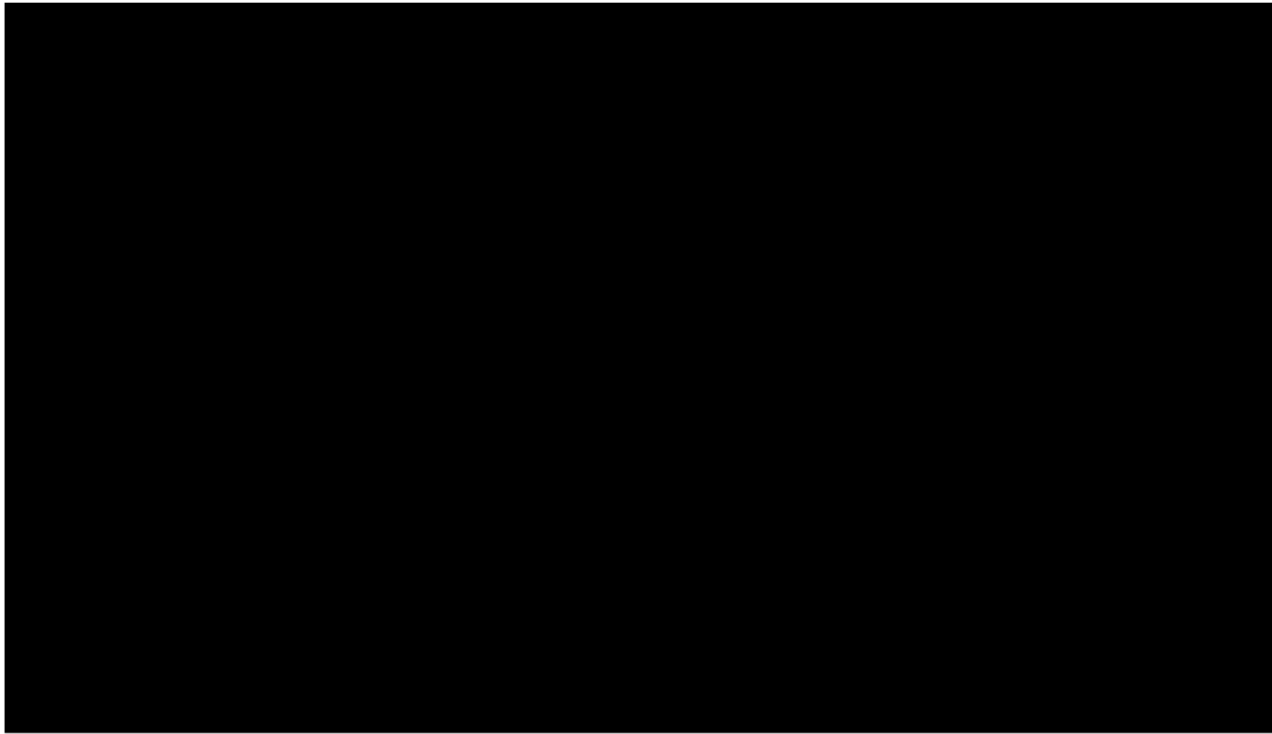


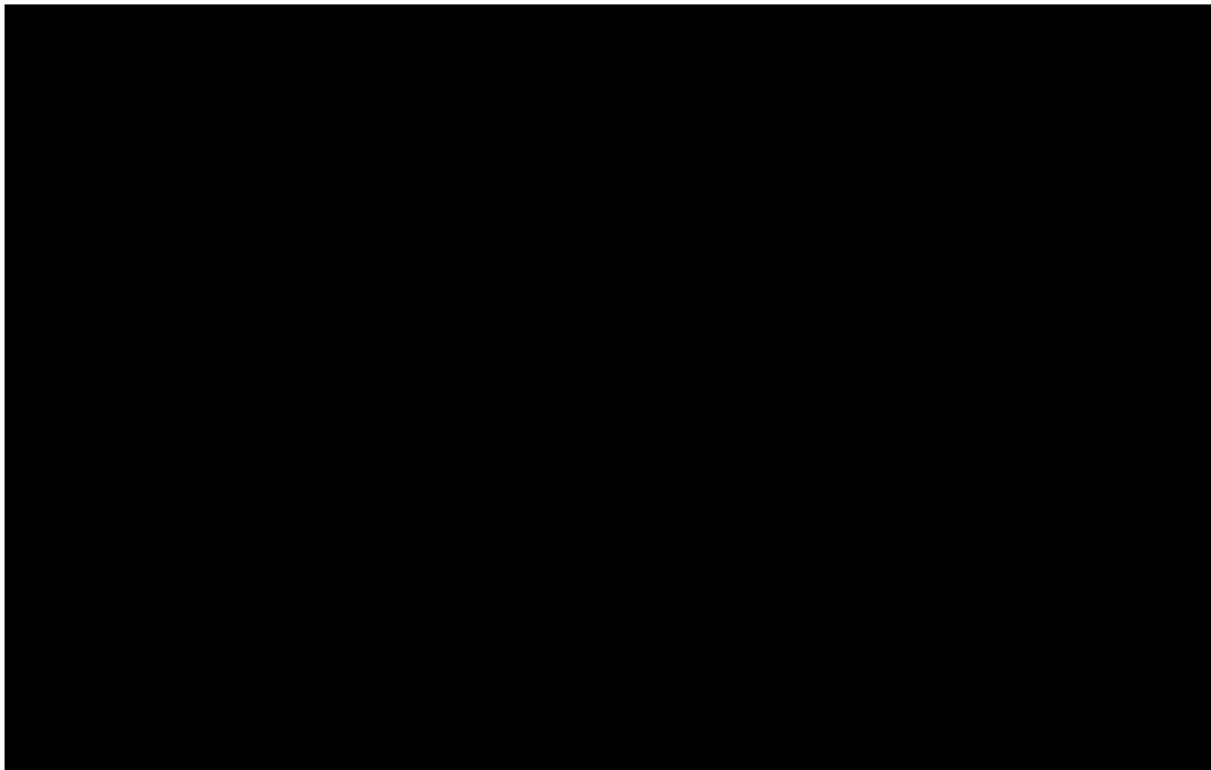


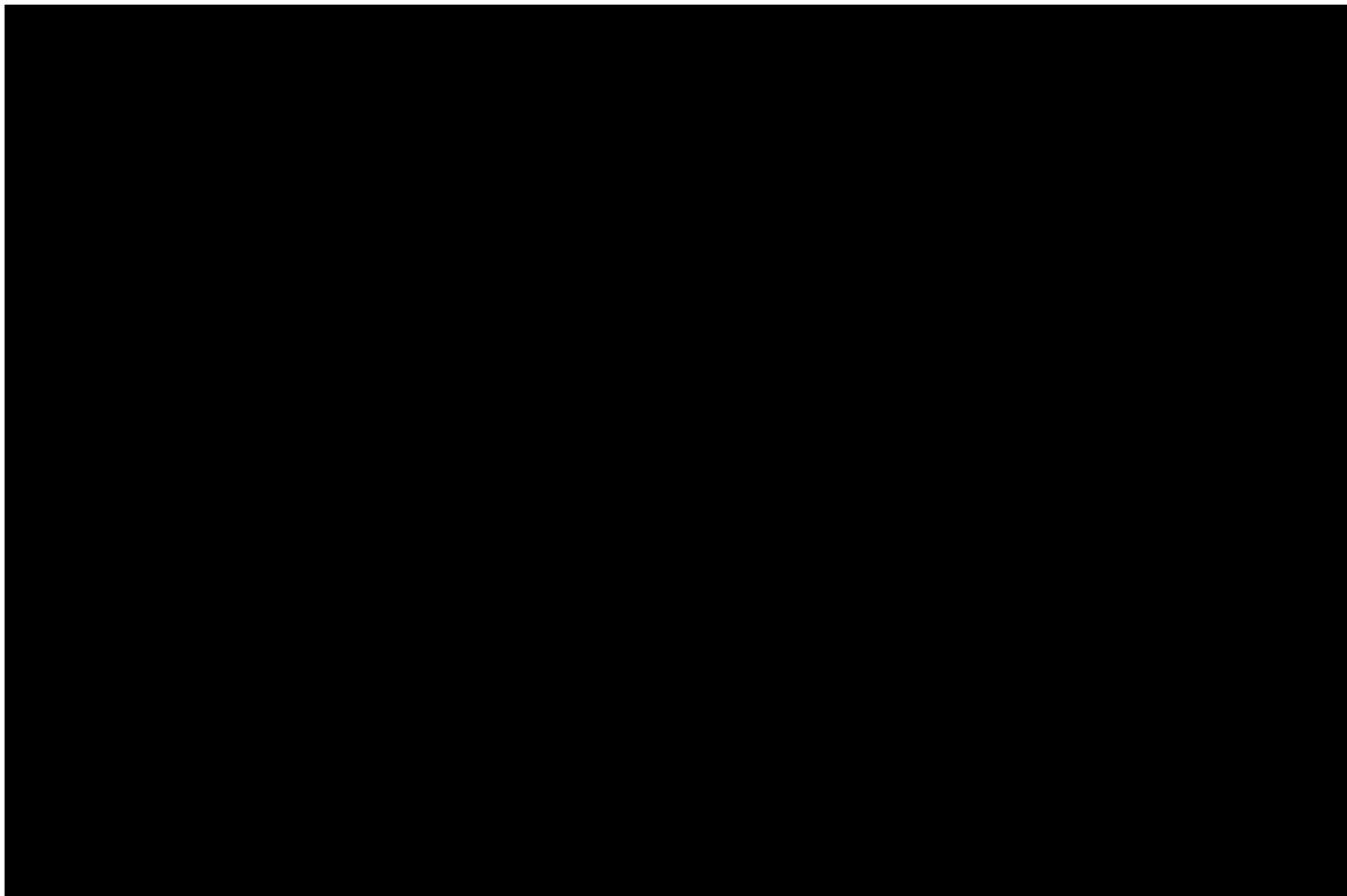


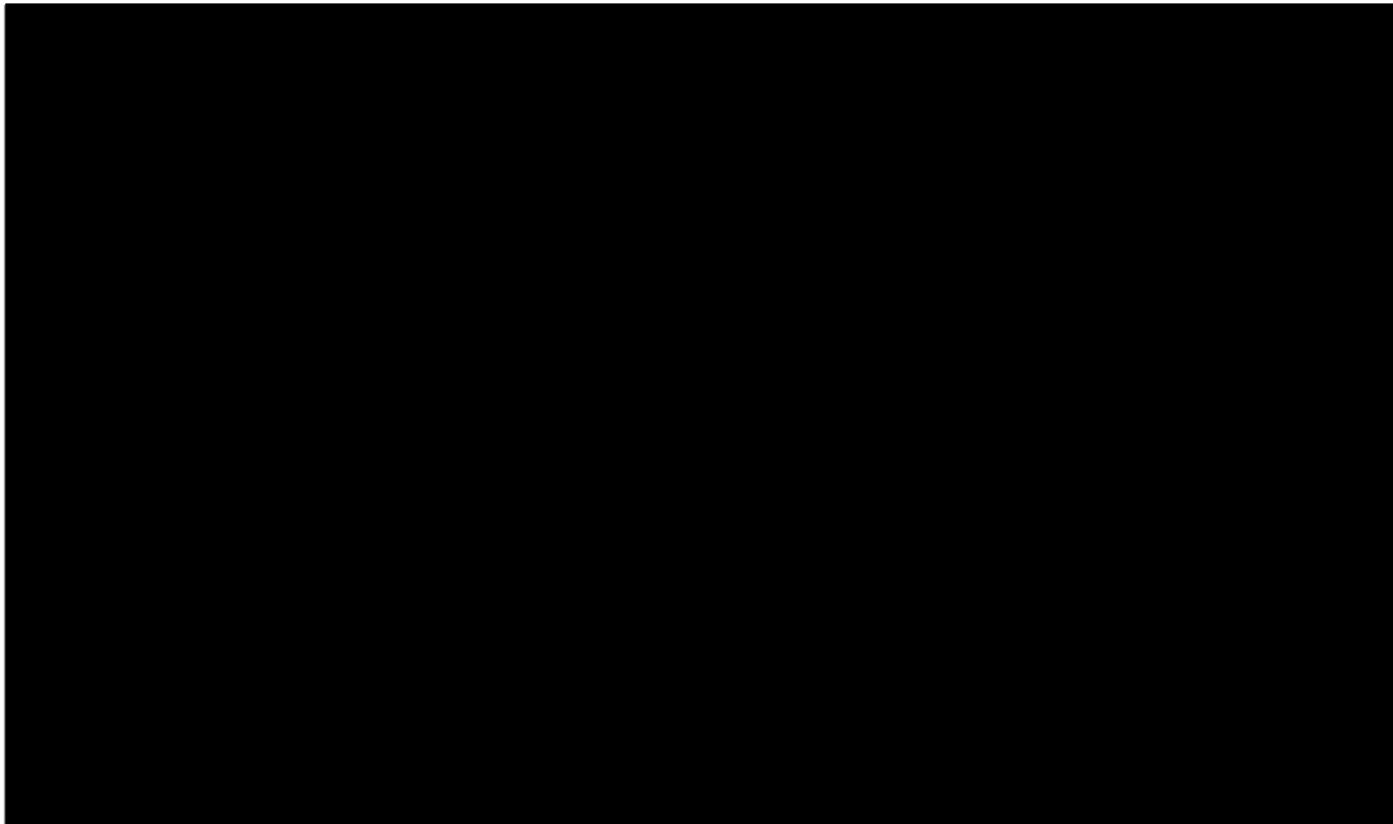


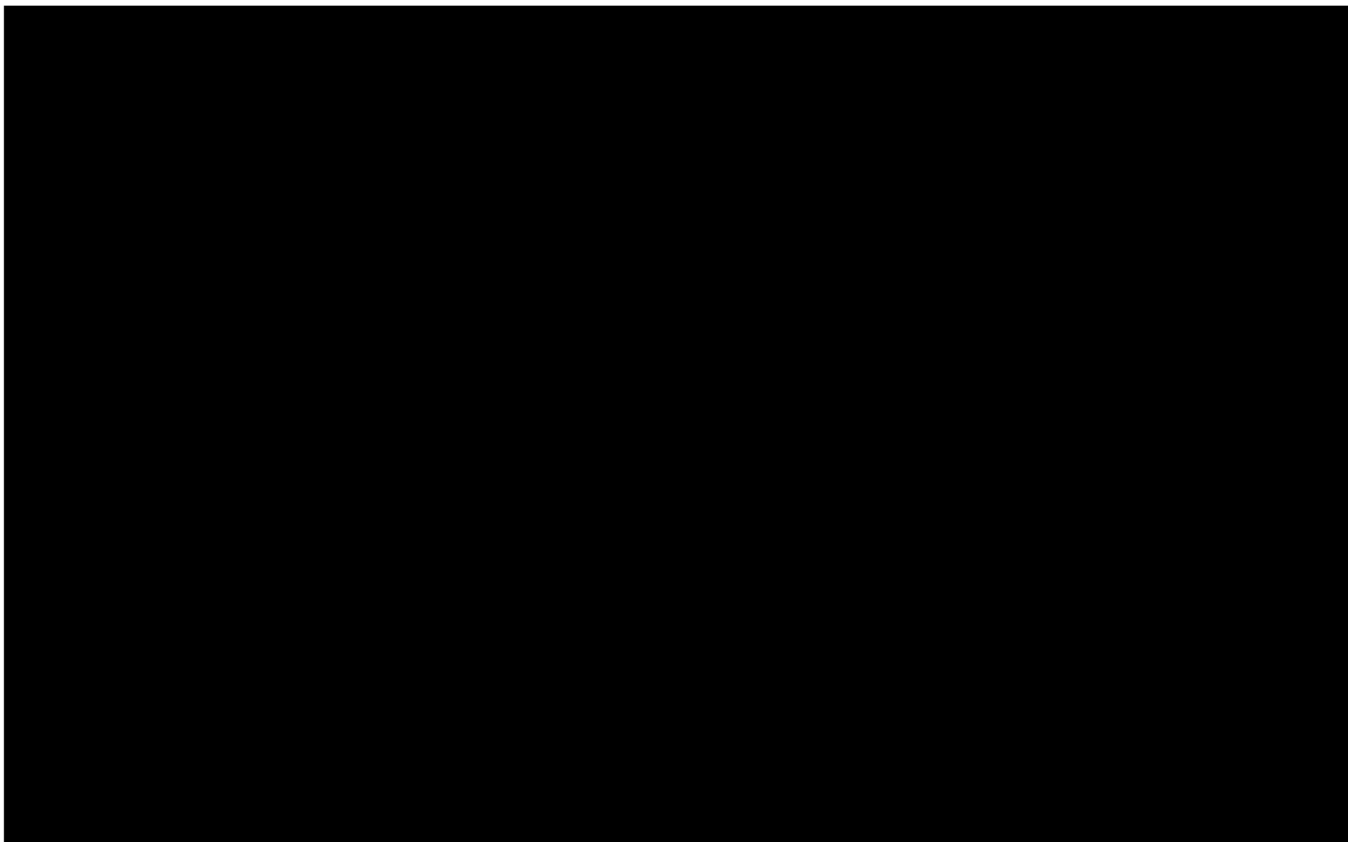


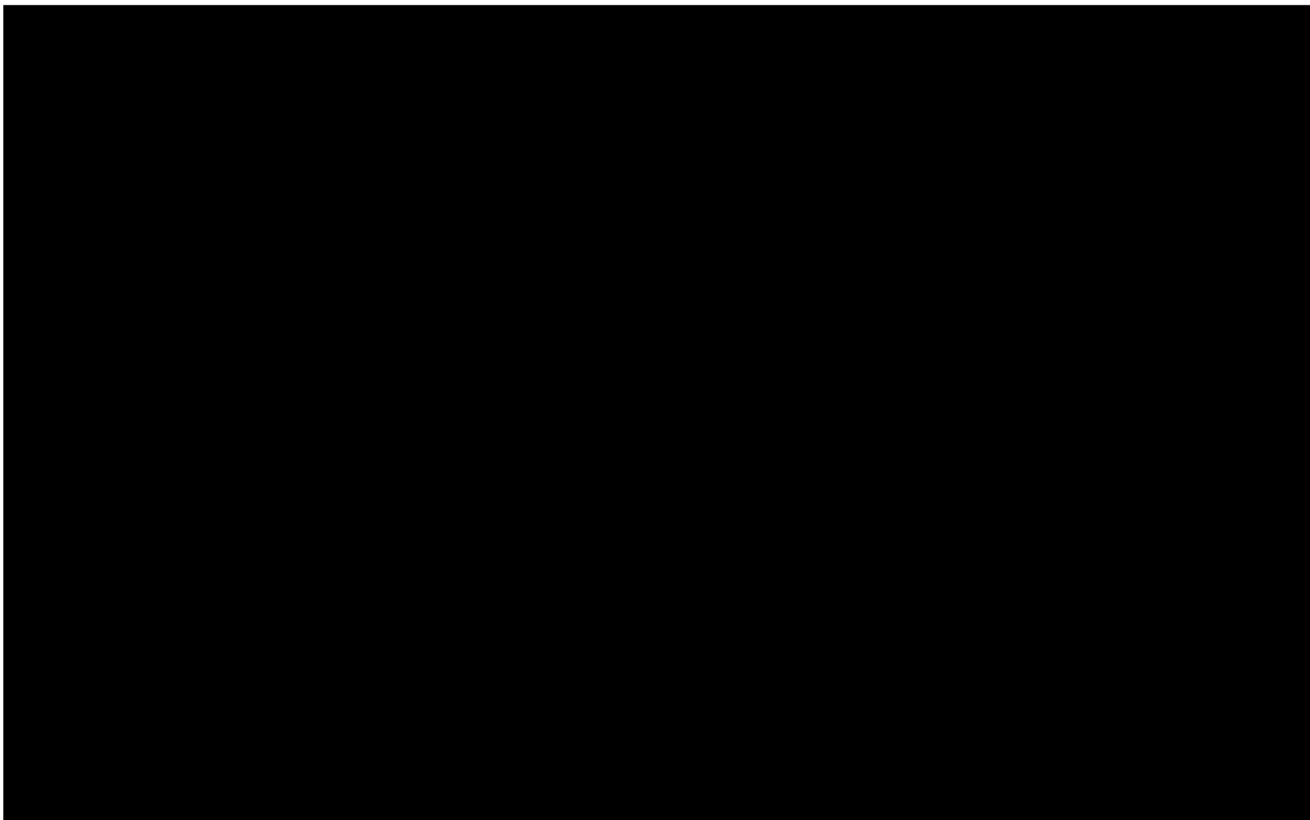


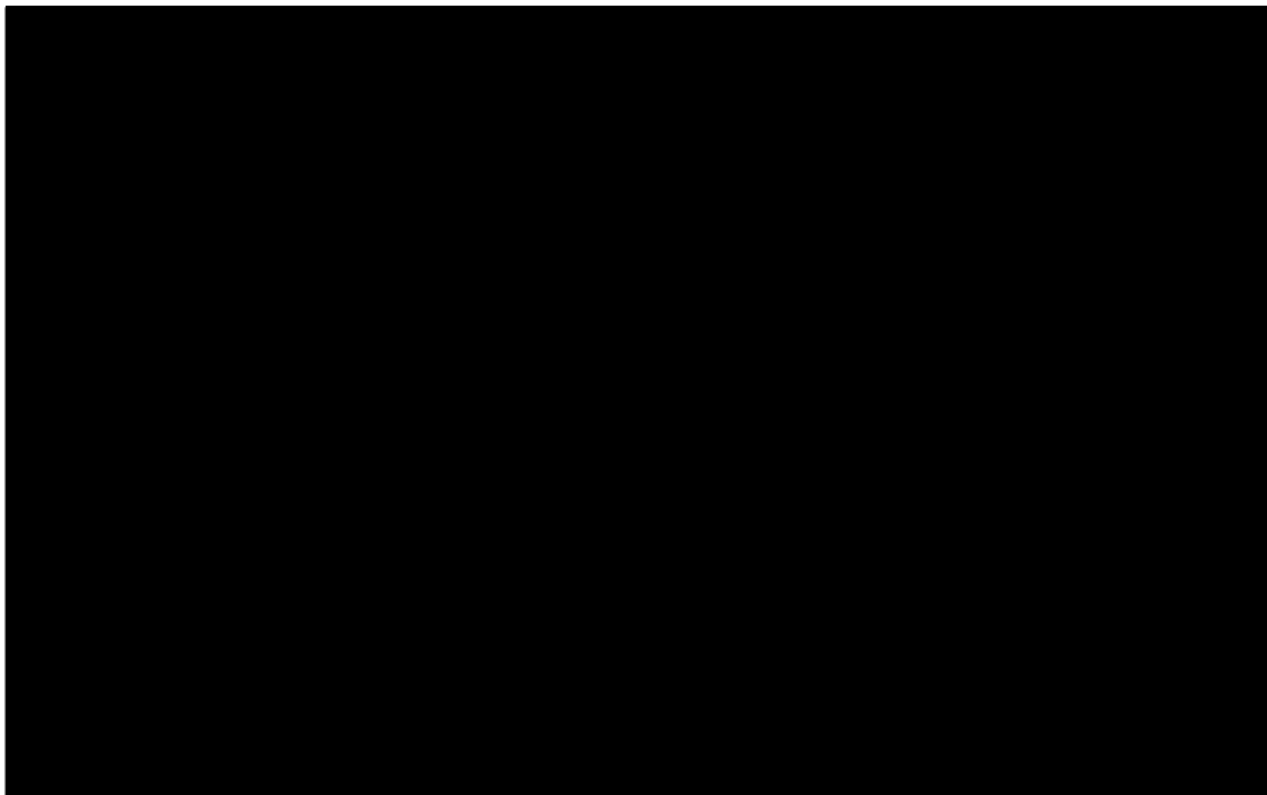


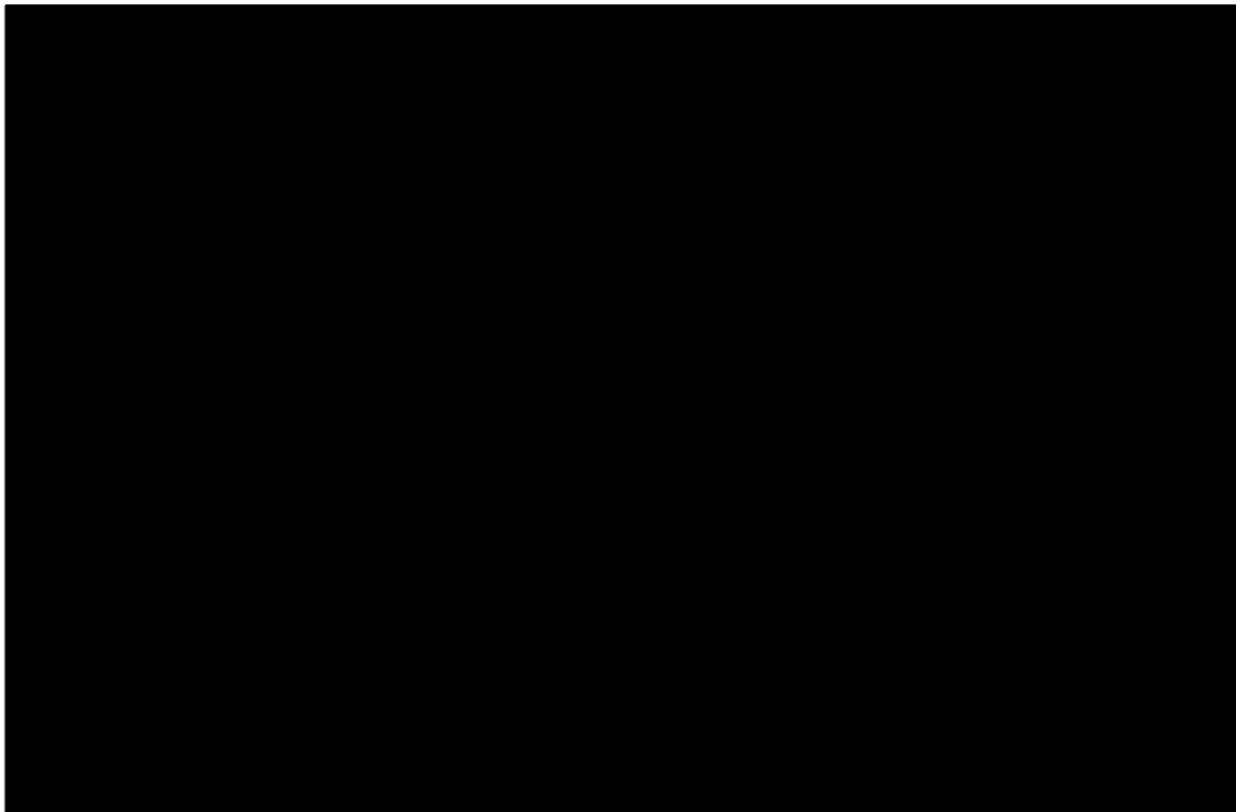


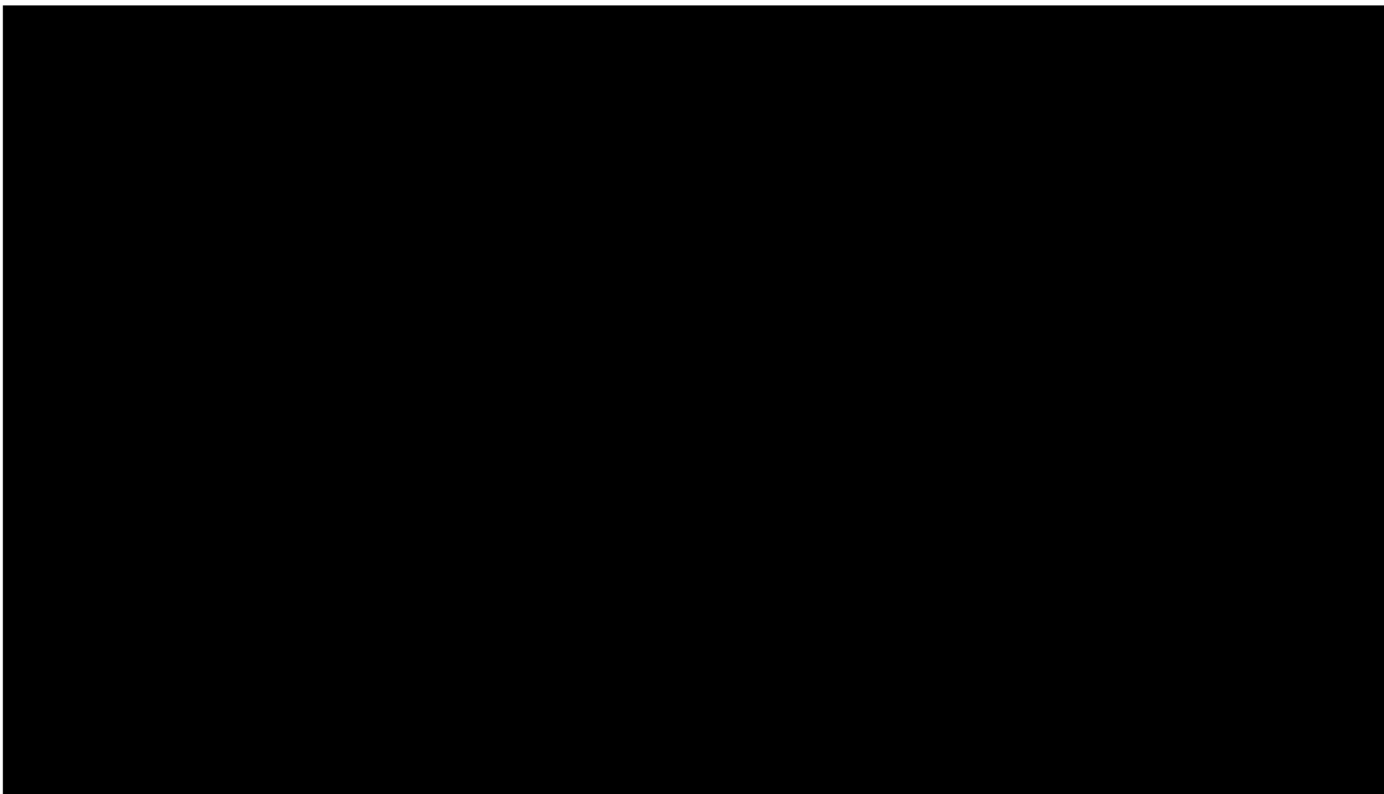


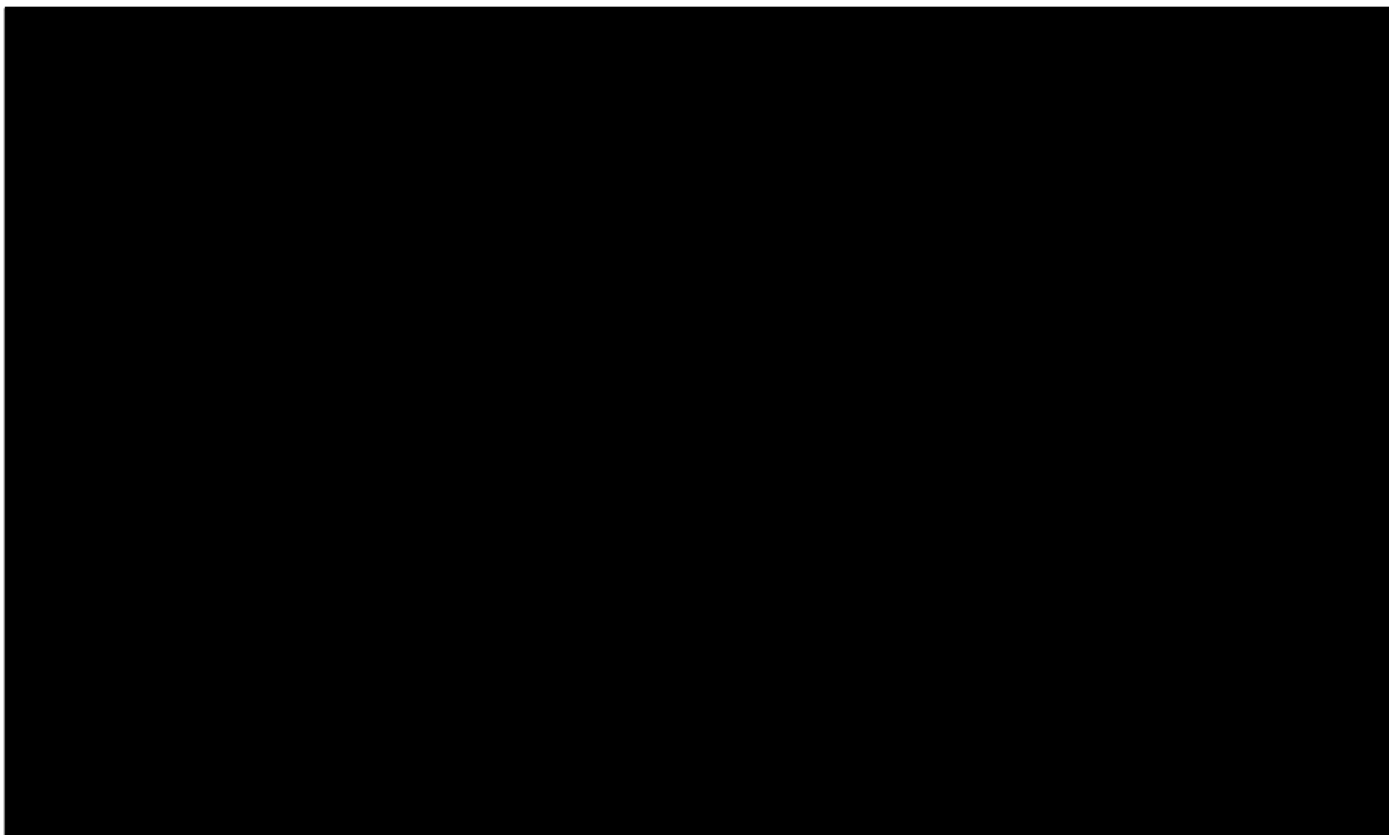


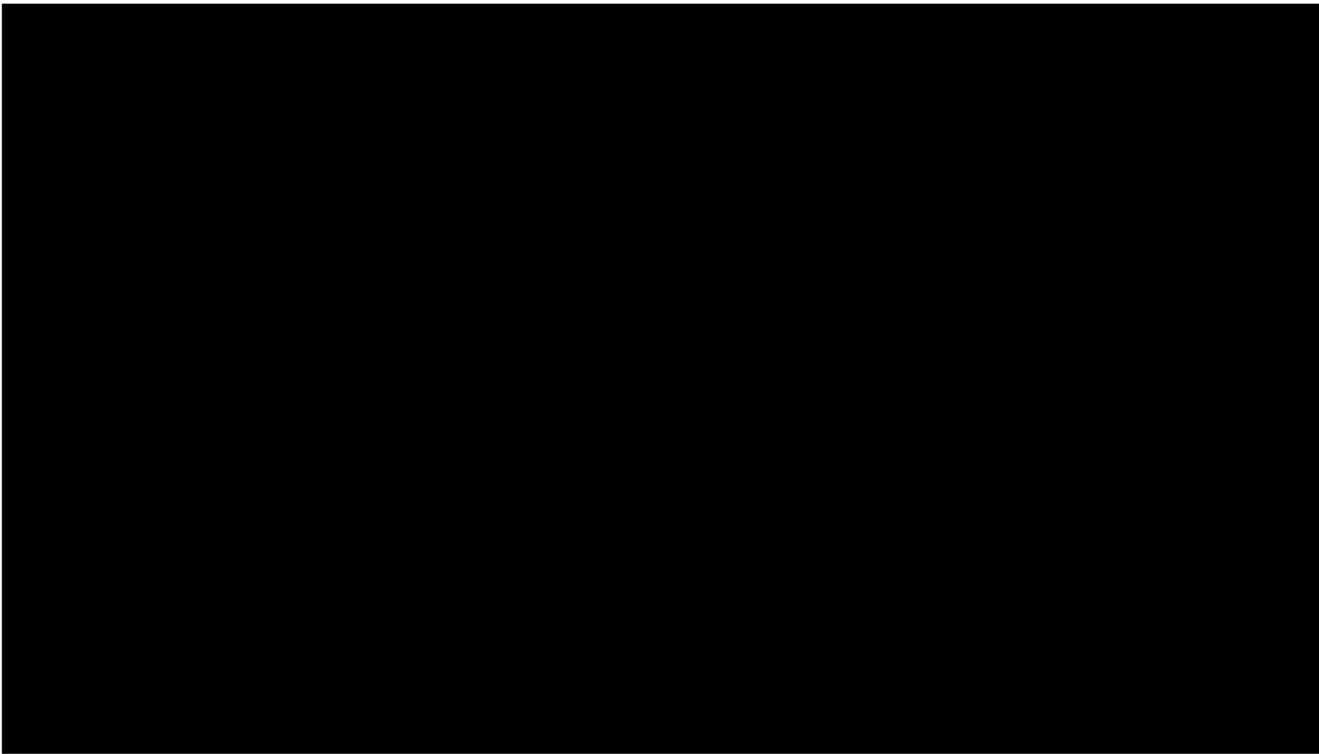


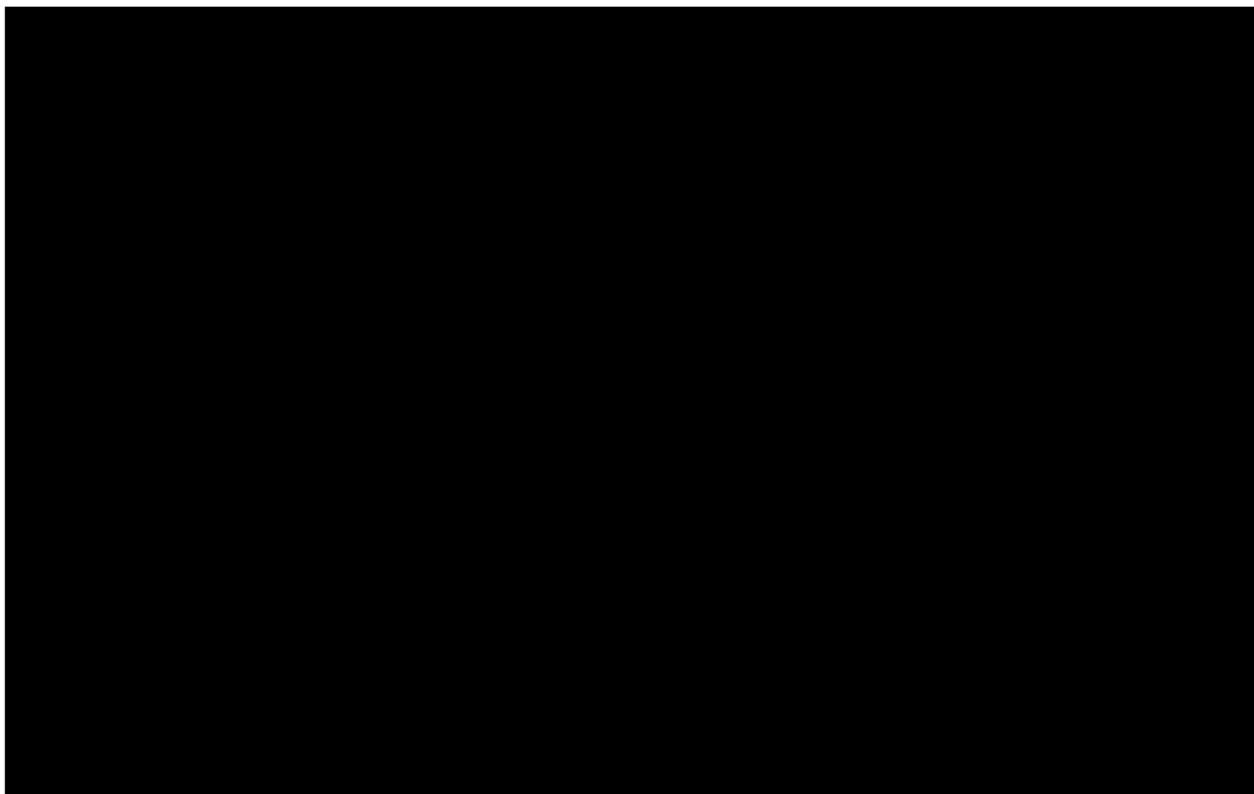


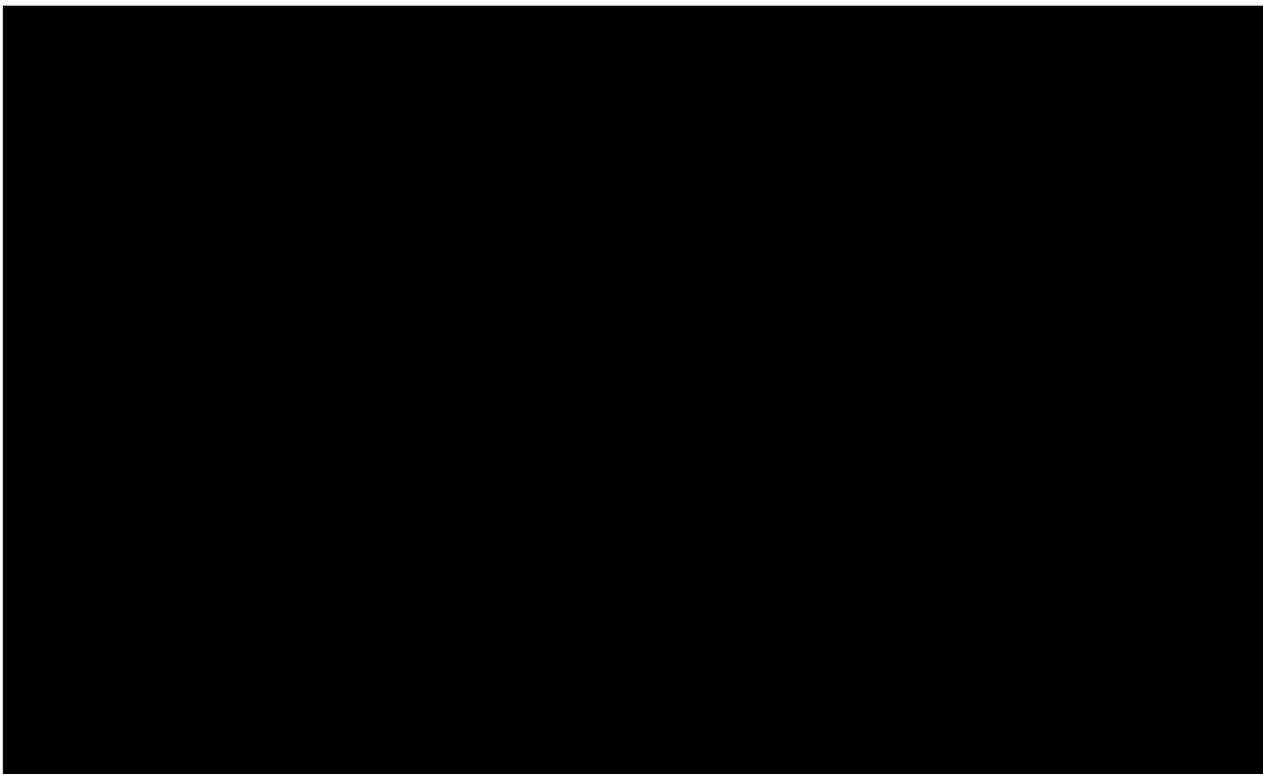


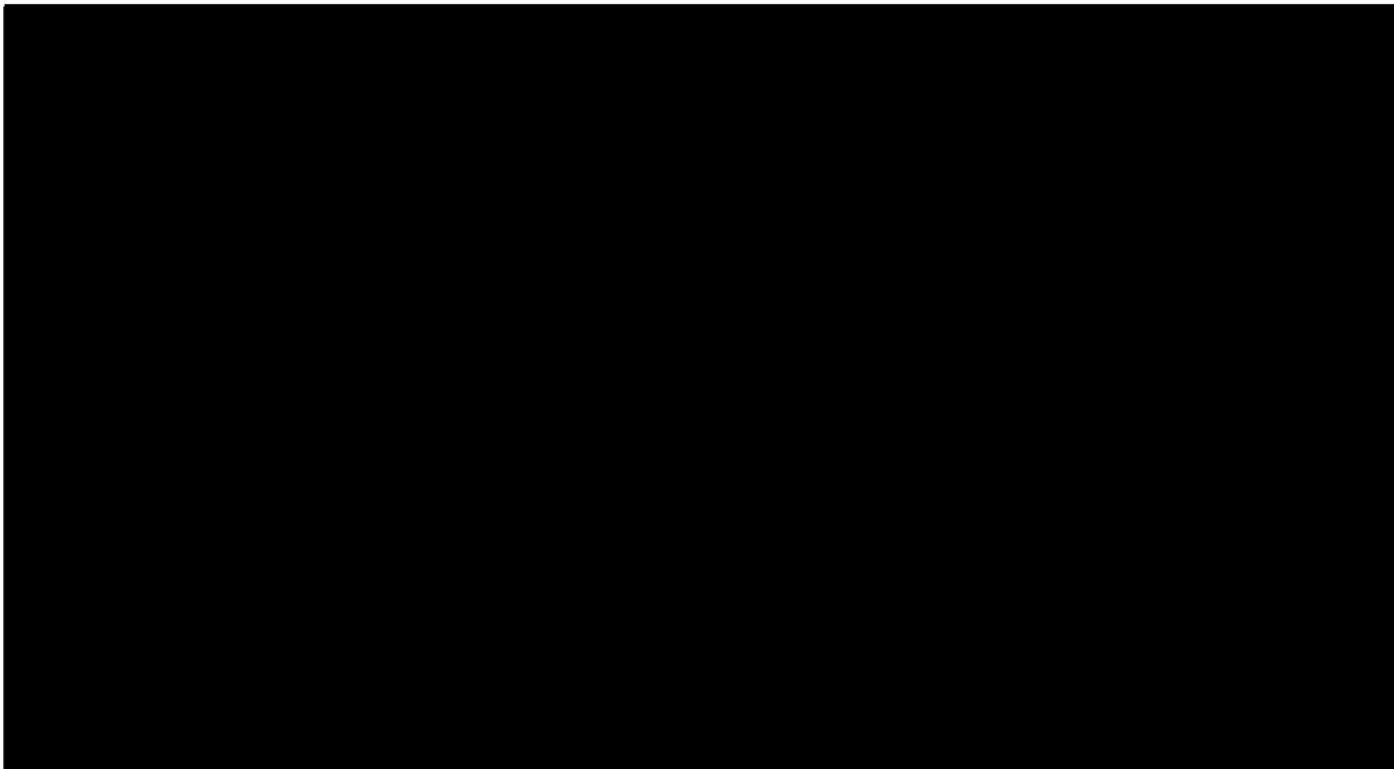










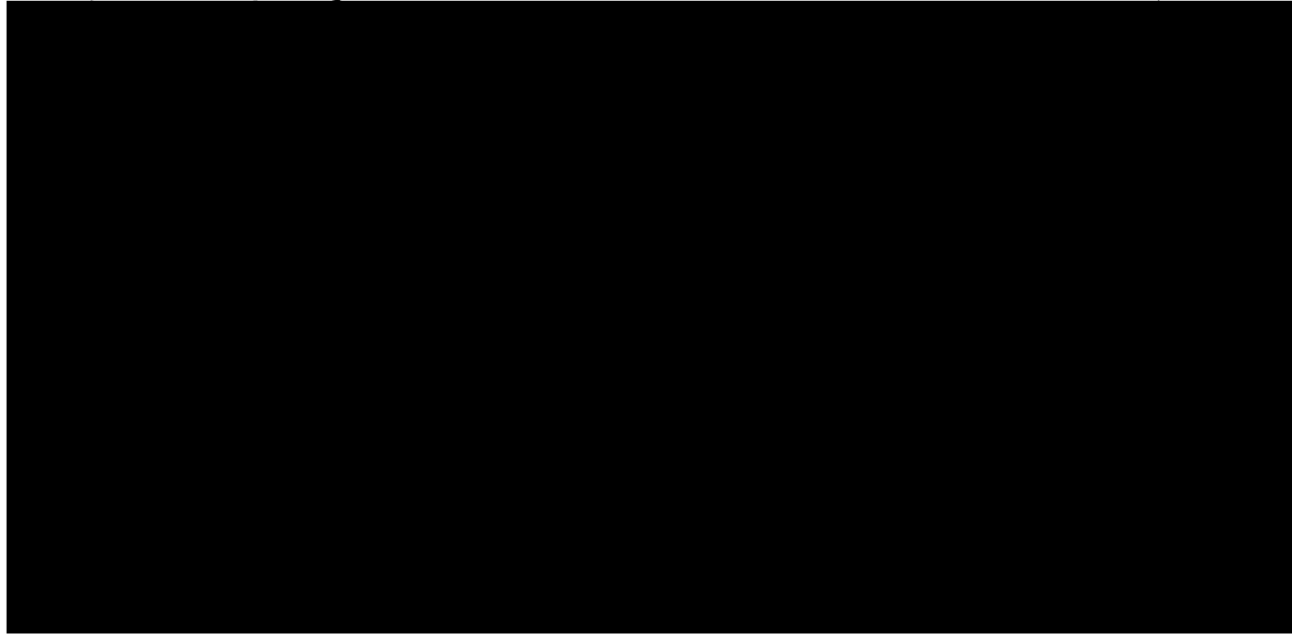




Demographics

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FY20-Q2 Buyer Characteristics



FY20-Q2 Buyer Characteristics



Gender



Age



Student status



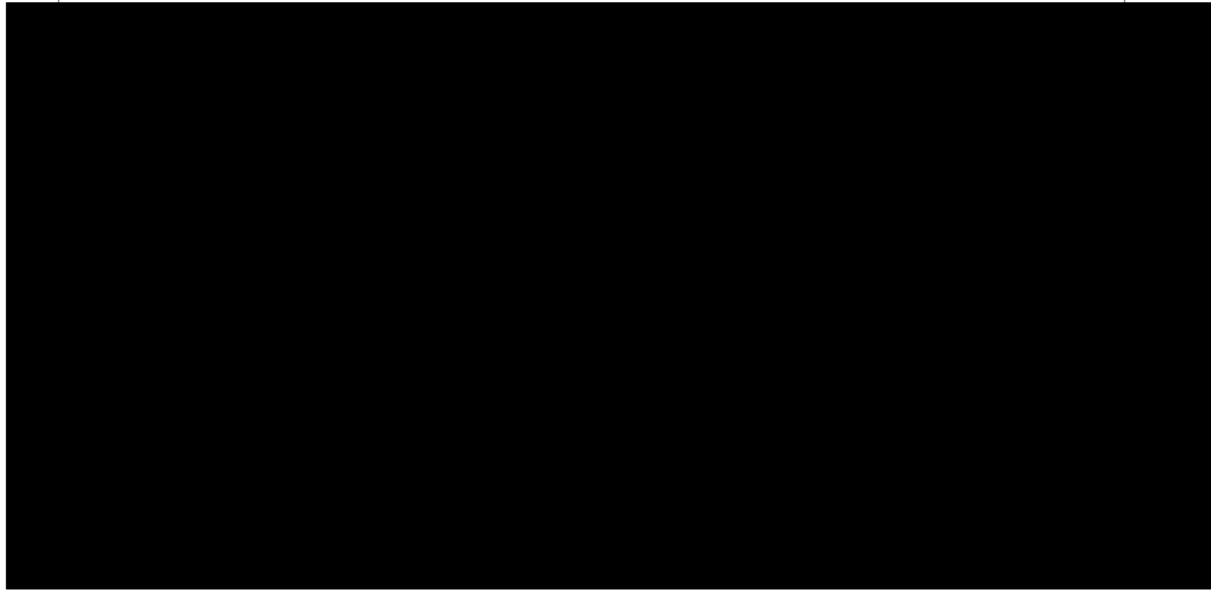
Model acquired



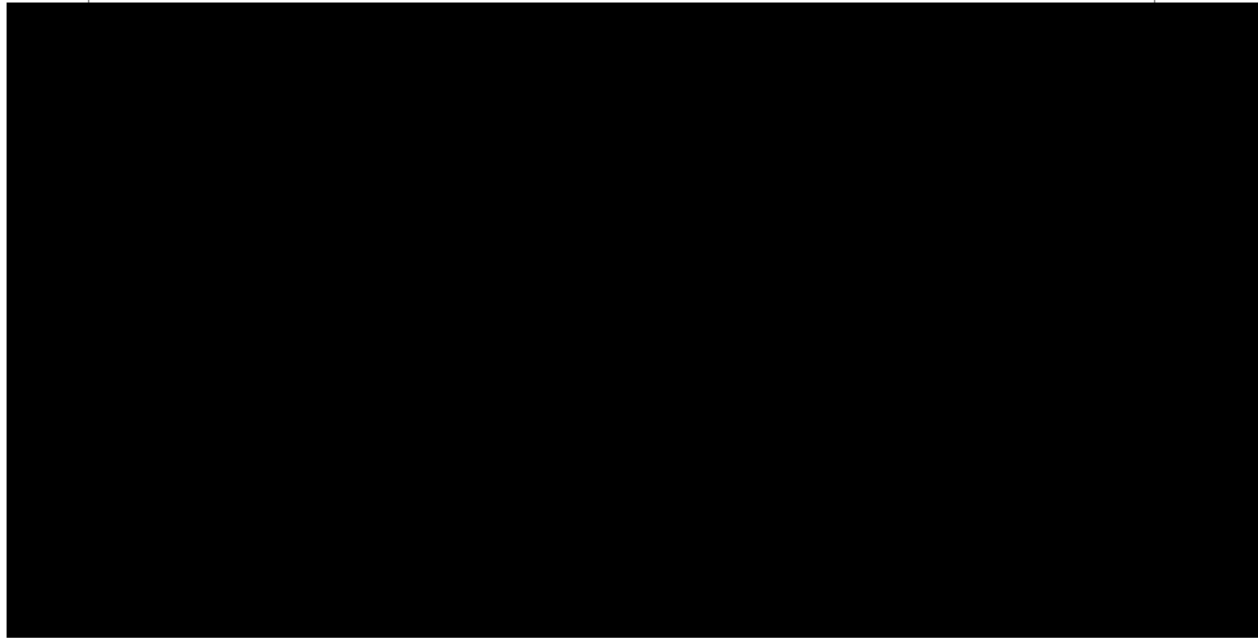
Key Learnings

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Key Learnings



Key Learnings





iPhone Buyer

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